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Radio Stars

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RUDY VALLEE'S AMAZING CONFESSION

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EDDIE CANTOR

Chri

Irresistible

Romantic as your first rose...thrilling as your first bouquet . . . IRRESISTIBLE PERFUME, patterned from a blend of flowers, is romance woven into fragrance. Buy Irresistible Perfume if you want to be Irresistible. Be fragrant if you want to be pursued. Men adore fragrant hair, fragrant lips, and soft fragrant skin.

Use Irresistible Perfume tonight. To be completely fascinating, use all of the Irresistible Cosmetics...each has some special feature that gives you glorious new loveliness. Laboratory tested and approved.

10c Each at 5 and 10c Stores

Irresistible TALC

IRRESISTIBLE

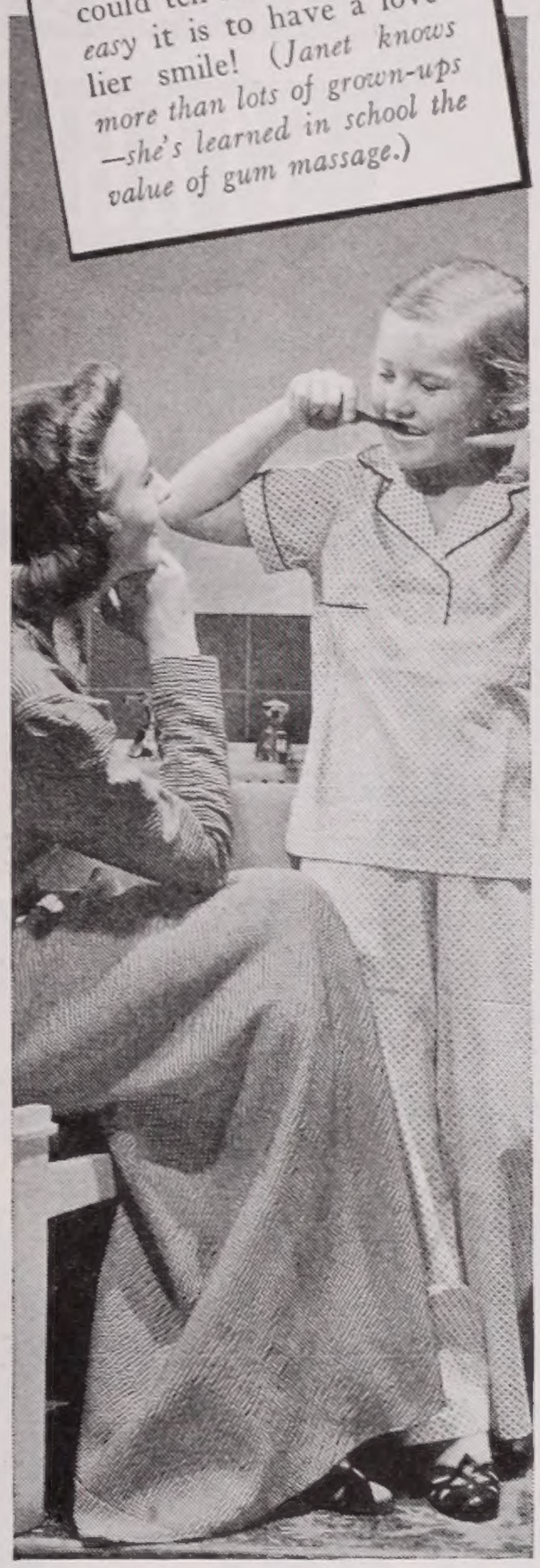
Irresistible

Irresistible

BE IRRESISTIBLE TONIGHT WITH IRRESISTIBLE PERFUME



Unhappy Sally! She is good-looking, good company—yet many an evening she spends alone, reading magazines! (*Men won't call the girl who has a dull, unattractive smile!*)



Only seven—but Janet could tell Aunt Sally how *easy* it is to have a lovelier smile! (*Janet knows more than lots of grown-ups —she's learned in school the value of gum massage.*)



Sally's life could be so happy! She'd have plenty of dates, she'd win *romance*—if she'd learn how irresistible men find a radiant smile! (*Sally should try Ipana with massage, for dental science teaches that gums as well as teeth need special care.*)

Does your mirror tell you—

"A Lovelier Smile would make you more attractive!"

A GAY, friendly smile, revealing sparkling teeth, is so *appealing.* The girl who has a lovely smile can't help but win! Tragic that so many girls lose this charm through carelessness—tragic that they neglect the warning of "pink tooth brush"—let teeth that are lustreless and dull actually spoil their *own good looks!*

If *you've* seen a tinge of "pink," *see your dentist.* It may be nothing serious, but let him decide. Usually, however, he'll tell you that it's only another case of gums deprived of exercise by our modern, creamy foods. And, as so many dentists do, he'll probably advise more work and resistance—the healthful stimulation of Ipana and massage.

For Ipana, with massage, is especially designed to help keep gums healthy, as well as keep teeth sparkling. Every time you brush your teeth, massage a little extra Ipana into your gums. As circulation in the gum tissues increases, gums tend to become firmer, more resistant to trouble.

Change to Ipana and massage—and change today! Let this very practical dental health routine help you to have firmer gums, brighter teeth—a lovelier smile!

* * *

DOUBLE DUTY—Ask your druggist for Rubberset's *Double Duty* Tooth Brush, designed to massage gums effectively as well as to thoroughly clean teeth.



Cruel Words ... but she knew she deserved them



She knew that frequent headaches and lack of pep had begun to get on her nerves. But she didn't quite realize how irritable she had become, how hard to get along with—until one night her fiancé lost his temper and threatened to break their engagement. She was frightened, but she still could hardly believe that her constipated condition was back of it all. Then—

A friend advised—and the world looked brighter



What a wonderful thing for this girl that on a friend's advice she got FEEN-A-MINT promptly! This famous laxative in delicious chewing gum relieved her constipation and the troubles it caused—gently, effectively, and easily. She found, as you will too, that no other type of laxative CAN do exactly what FEEN-A-MINT does. FEEN-A-MINT is so thorough, so dependable—so different.

You get ALL THREE of these important benefits in FEEN-A-MINT

1. **NO STOMACH UPSET**—With FEEN-A-MINT you don't swallow a heavy, bulky dose; there is nothing to further burden an already overburdened digestion.
2. **CHEWING AIDS DIGESTION**—The chewing stimulates the flow of the same natural alkaline fluids that help food digest.
3. **ACTS WHERE YOU NEED IT**—FEEN-A-MINT's tasteless laxative ingredient does not affect stomach action. It passes to the intestine and does its work where it *should*—easily, pleasantly, comfortably.

FEEN-A-MINT won't gripe or nauseate you—won't disturb sleep. Your whole family will appreciate this modern laxative—children especially. 16 million people have already changed to FEEN-A-MINT—do *your* folks a favor and get FEEN-A-MINT today! At all druggists, or write for generous FREE trial package, Dept.67, FEEN-A-MINT, Newark, N. J.



DELICIOUS
Tastes like your favorite chewing gum

RADIO STARS

LESTER C. GRADY, Editor
ABRIL LAMARQUE, Art Editor

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They're yours..in a heart-walloping love story !

The King and Queen of the Screen, with the star of 'Captains Courageous', bring you love and adventure that will set your nerves a-tingling!





CLARK GABLE · MYRNA LOY
SPENCER TRACY
In VICTOR FLEMING'S *Production*

TEST PILOT

WITH LIONEL BARRYMORE

SCREEN PLAY BY VINCENT LAWRENCE AND WALDEMAR YOUNG
ORIGINAL STORY BY FRANK WEAD · PRODUCED BY LOUIS D. LIGHTON
DIRECTED BY VICTOR FLEMING · A METRO-GOLDWYN-MAYER PICTURE

Laughter too . . . as Clark makes Spencer act as Myrna's stand-in! Spencer's willing but not able...if you get what we mean.





Men are Tempted

—by the lure of Tangee lips with their appealing rosy softness. They detest a "painted look"! Tangee contains no paint—never coats the lips with ugly red grease. It gives a lovely glow that best suits your natural color—whether blonde, brunette or red head.

Tangee looks orange in the stick...but changes on your lips to a warm blush-rose shade, blending perfectly with your complexion. Its special cream base keeps lips soft and smooth. Try Tangee. 39¢ and $1.10. For a natural matched appearance, use Tangee Face Powder and Tangee Rouge.



Untouched—Lips left untouched are apt to have a faded, parched look.

Greasy, painted lips—Don't risk that painted look. Men don't like it.

Tangee lovable lips—Intensifies natural color, ends that painted look.

World's Most Famous Lipstick

TANGEE

ENDS THAT PAINTED LOOK

BEWARE OF SUBSTITUTES! *There is only one Tangee—don't let anyone switch you. Be sure to ask for* TANGEE NATURAL. *If you prefer more color for evening wear, ask for Tangee Theatrical.*



4 PIECE MIRACLE MAKE-UP SET and FREE CHARM TEST

The George W. Luft Co., 417 Fifth Ave., N. Y. C.
Please rush "Miracle Make-Up Set" of sample *Tangee Lipstick*, Rouge Compact, Creme Rouge and Face Powder. I enclose 10¢ (stamps or coin). (15¢ in Canada.) Also send FREE Tangee Charm Test.

Check Shade of Powder Desired ☐ Flesh ☐ Rachel ☐ Light Rachel

*Name*_____
(Please Print)

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*City*_____ *State*_____ MM58



Rudy, in Hollywood to make *Golddiggers in Paris*, chats with Betty Grable Coogan.

IT'S MY HUMBLE

On the set of *Bluebeard's Eighth Wife*, he meets Ernst Lubitsch and Gary Cooper.



Rudy airs his views in print on a variety of subjects. His comments are sincere and to the point

OPINION

BY RUDY VALLEE

I AM amused by the well-meant, well-intentioned remarks of various writers who comment on the fact that Vallee is still "tops."

—✦—

Why "still?"

OBVIOUSLY these writers wish to confer on me the dubious compliment of still being a favorite, of having survived and having lasted. But the user of such a phrase has, of course, unconsciously accepted a major premise that long ago I should have fallen by the wayside. Such an amazed remark, that a certain thing or person is still successful, connotes a basic supposition that it, or he, was not expected to last or be successful very long.

It is, therefore, with some joy that I have been able to confound those who have been predicting, month after month, year after year, that I cannot continue to be popular with a certain portion of the public—when apparently I have been. My feeling is, perhaps, one of egotistical joy, but nevertheless a pardonably savage one.

When I find more apparently that I am no longer popular—which, in the opinion of these critics, will be best evidenced by the non-renewal of contracts—then at last these individuals may exultingly rub their hands together and crow: "I told you so!"

—✦—

If you believe that my amusement at their use of the word "still" is as yet unjustified, then reflect for yourself. Try to recall a single instance of the word "still" ever having been used in connection with Al Jolson, Eddie Cantor, Sophie Tucker, Harry Richman, Belle Baker, Paul Whiteman, and so many other successes in

(*Continued on page 84*)

ONLY NICE GIRLS WANTED
NO OTHERS NEED APPLY



Just one hint of underarm odor, and a girl misses out with men

Eleanor's got everything—at least that's what men think. And yet she's not the prettiest girl in the world...nor the very best dancer. Why then is she so popular? Why is it always Eleanor who dances every dance?

Any *man* could tell you one reason why! Eleanor is always *sweet*, nice to be near... Eleanor never risks underarm odor!

And Eleanor would tell you: "I take a daily bath, of course, but I never think it's enough! A bath takes care only of *past* perspiration—it can't prevent odor *to come*. Underarms must have special care. So after every bath, and before every date, I always use Mum!"

Simply and surely, Mum makes perspiration odor impossible. Protect *your* charm, *your* popularity—with Mum.

MUM IS SURE! No matter how long or how late you dance, trust Mum to keep you fresh. Just a dab under each arm—and you're *safe*.

MUM IS QUICK! Just half a minute to use. Apply Mum even *after* you're dressed. It will not harm fabrics.

MUM IS SAFE! Mum does not stop healthful perspiration, but it does stop every trace of odor. Even after underarm shaving, it actually soothes the skin!

NO WORRIES FOR THE GIRL WHO USES MUM



For Sanitary Napkins—
No worries or embarrassment when you use Mum this way. Thousands do, because it's SAFE and SURE.

MUM
TAKES THE ODOR OUT OF PERSPIRATION



Photos by George Strock

(L. to R.) Host bandleader Bob Armbruster, Charlie in all his glory, Mrs. Armbruster and Edgar Bergen prepare to do justice to Mrs. A.'s superlative lemon pie.

THE RADIO HOSTESS

BY NANCY WOOD

Charlie McCarthy and Edgar Bergen are entertained at a superb Swedish dinner by Mr. and Mrs. Bob Armbruster

"I WANT to meet Charlie McCarthy!"

You still hear it every place you go in Hollywood, where, like folks the country over—from city penthouses to shacks in the remotest hamlets—they acclaim Charlie as "the man of the year."

Unfortunately, however, those Hollywood hostesses who plan to assure the success of their shin-digs by socially presenting the redoubtable McCarthy to their guests, have but the slimmest chances of succeeding; for Bergen makes it a rule to refuse all such invitations for his young "ward." Imagine, then, my delight and surprise when, through a series of fortunate circumstances, I recently had an opportunity to "meet" these two at the home of the Armbrusters.

Bob Armbruster, you'll recall, is the orchestra leader of Charlie's program. However, it is not as a radio personality and as an accomplished musician that I wish to introduce Maestro Armbruster to you here. No, nor even as the butt of Charlie's wisecracks over his unusual name; but rather as the host of as gay and unusual a dinner party as I've ever attended. The sort of evening which lingers long and pleasurably in any guest's memory. And one that, besides being in the nature of a social "scoop," particularly delighted this food editor's soul, because it resulted in a collection of knockout recipes of Swedish inspiration and unusual appeal! Said recipes, by the way, appear on page 56, and should be of real value to any housewife interested in serving grand dishes. They are just "different" enough to banish monotony, without being too great a strain either on the pocketbook or the cook's skill, so be sure to try them.



It was a Swedish dinner except for the Lemon Puff Pie, which, in any nationality, is as delicious as it looks.

It all came about, as I started to tell you, through that very phrase with which I began this article: "I want to meet Charlie McCarthy!" A simple statement of an incontrovertible fact with which I greeted Bob Armbruster on a glorious spring morning when I bumped into him on the Boulevard. Music, pipe and a preoccupied expression indicated that orchestra rehearsals, and not conversation, were in order. But, presuming upon a friendship of long standing, I stood my ground, and as Bob didn't show any signs of having heard me the first time, I repeated my request with even more emphasis.

"Meet Charlie?" replied my courteous victim with a smile, "easiest thing imaginable! Just come out to the house tonight for dinner. He and Bergen will be there, around six."

"Well!" I replied with my most doubting-Thomas sort of facial expression, "to what, exactly, do you credit this feather in your social cap? Something original in the line of costume parties?"

"No," was the reply, "just chalk up one for Swedish ancestry."

Then, as Mr. Armbruster went on his way, I recalled that both Edgar Bergen and Bob's wife, Gerda, are of Swedish parentage. Both even speak their parents' native tongue with ease. And, I thought hopefully, they both doubtless also share a real interest in Sweden's exceptionally fine cookery. So this was probably to be a Swedish dinner, I decided. A very special occasion, no doubt, to which Charlie would probably contribute his mischievous presence and thereby provide that best of all appetizers, laughter!

At least that was my guess, and it proved to be a good one as you already know. So I set out that evening



Edgar finds the silver in Charlie's pocket. He was just starting a collection, since everyone else had a hobby.

on a most welcome assignment to do my culinary duty as Radio Hostess for RADIO STARS MAGAZINE.

Charlie and Bergen had not arrived when I got there. In fact, after some time had passed and they still hadn't appeared, it was thought wise to phone them, since we feared that Bergen, just back with Charlie from a flying trip to Frisco, might have forgotten the engagement. Depressing thought!

"What!" came back Charlie's unmistakable voice at the other end of the line, "isn't that guy Bergen there yet? Never heard of such a lack of consideration. Well, you look around the corner and I'm sure you'll find him tearing over."

And sure enough, before you had time to say "Dorothy Lamour," there they both were at the door. Edgar in the casual attire so highly favored in Hollywood for almost all occasions, but Charlie dressed in impeccable evening attire.

"Couldn't get Bergen to climb into dinner clothes," stated Charlie on entering. Right here I think that I should make one important point clear, and that is that you'll just have to think of Charlie as we did, not as Bergen's dummy but as his "diminutive little chum"—and a thoroughly alive young rascal.

"Yes, I really must apologize for Bergen," Charlie went on. "But then I see Bob didn't dress for dinner, either. Well, well, they're just like Skinny Dugan, I fear. No finesse, no éclat. We'll just have to overlook it. Yes that's (*Continued on page 57*)



MATILDA: There! That's why the bride's having plenty of grief, Susan—look what's in her box of groceries!

SUSAN: Never mind, Matilda, pick up your skirts and run! I don't think that dog likes old ladies.



MATILDA: But, Susan, you know it's that weak-kneed soap the bride buys that leaves dirt sticking in her clothes. She'll never get rid of tattle-tale gray—if we don't show her the right kind of soap to use.



SUSAN: But the dog! . . .

MATILDA: Don't be a 'fraidy-cat—I'll take care of the dog. You take that lazy soap out of the bride's groceries and put in our bar of Fels-Naptha Soap.



SUSAN: Nice doggie! We're only trying to be helpful. We're only trying to show the bride how to get whiter washes.

MATILDA: Yes, doggie. Fels-Naptha's richer *golden* soap and *lots of naptha* get clothes so clean, tattle-tale gray simply has to scamper.



COPR. 1938, FELS & CO.

BANISH "TATTLE-TALE GRAY" WITH FELS-NAPTHA SOAP

They do wonders! Try the new Fels-Naptha Soap Chips, too!



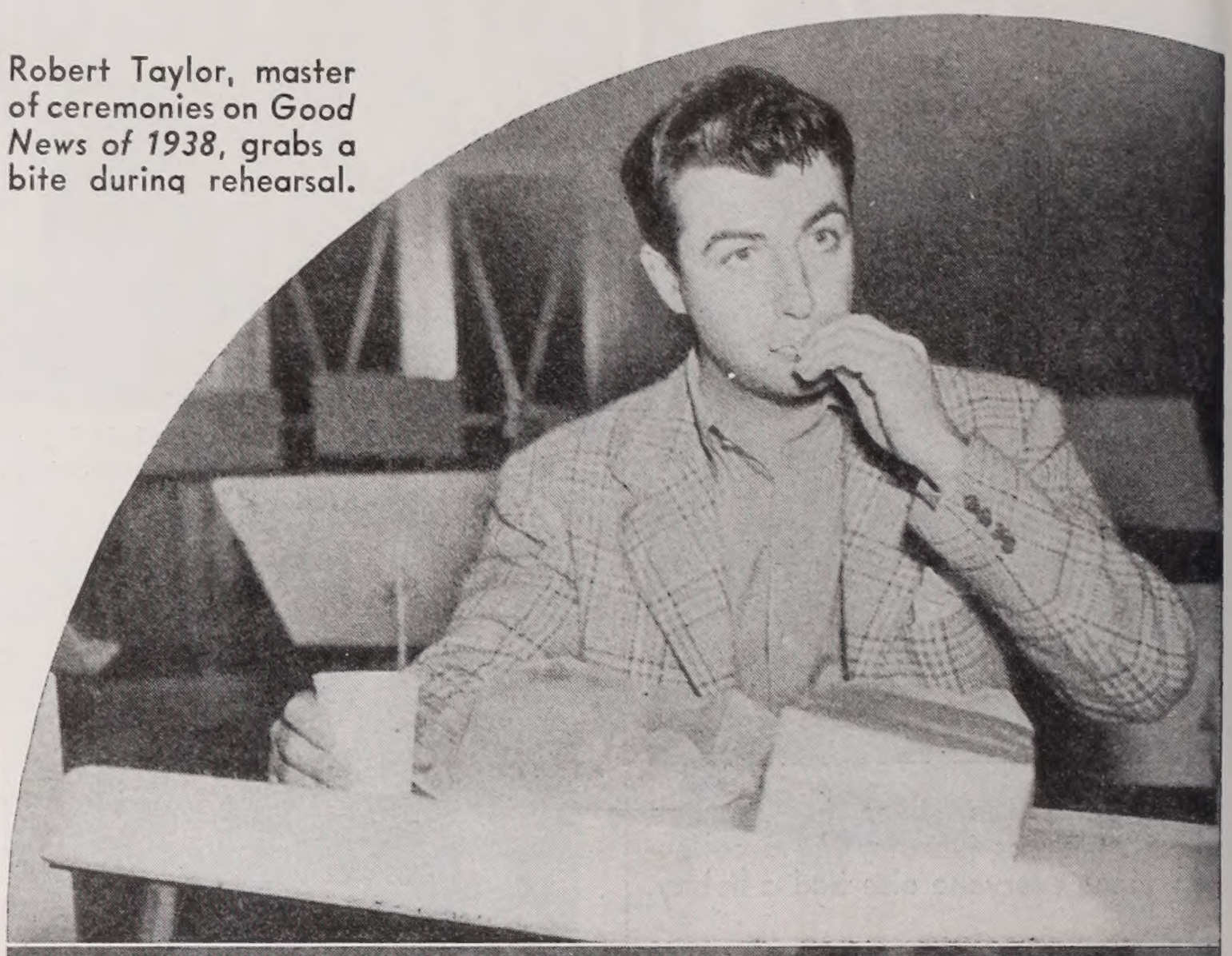
Unguentine takes the fire out of a burn and the burning pain out of a cut; it relieves the itching of eczema . . . and provides *lasting* antiseptic protection. It is the antiseptic in *soothing* form.

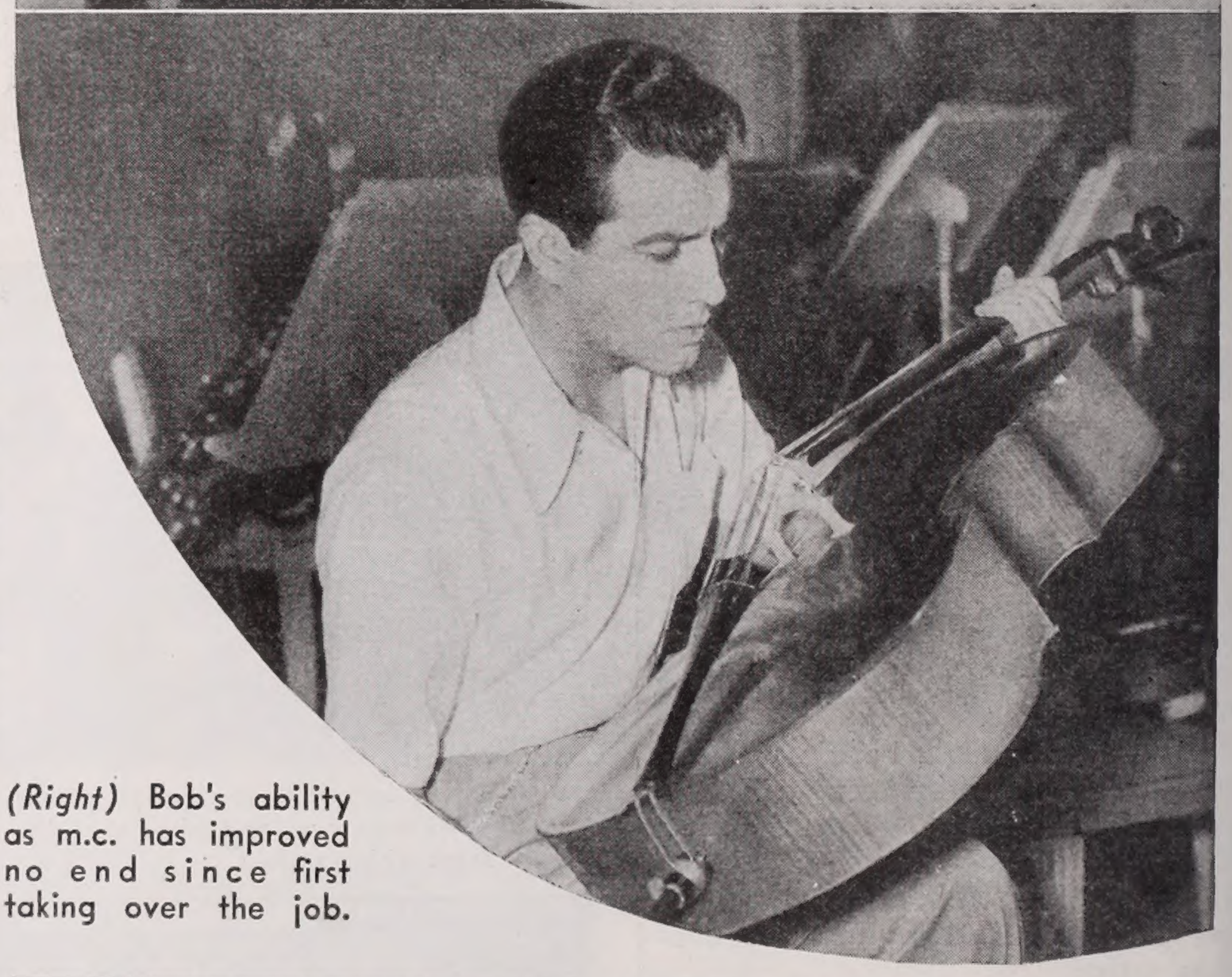
Never, *never* be without an adequate supply of Unguentine. Big tube *50¢;* economical family size jar, *$1. At drug stores.*



. . . NONCHALANT AND

Robert Taylor, master of ceremonies on *Good News of 1938*, grabs a bite during rehearsal.





(Right) Bob's ability as m.c. has improved no end since first taking over the job.



HANDSOME

Bob's pleasing personality on the air has blasted the rumor that he is a handsome "ham."



(Below) His nervousness before the mike is gone, but he insists on his scripts being right.





Promise yourself the breath-taking Beauty of a "Camera Skin" Like HEATHER ANGEL'S

Give your complexion this germ-free care which helps safeguard lovely "Camera Skins" from needless faults

WHEN a blemish appears, do you just add a shade more make-up to hide the flaw? But you can't be indifferent to the *germs* that may be the cause!

Young Hollywood stars are faithful to a two-way beauty plan. Simple foods, lots of rest; and daily use of Woodbury's Germ-free Cold Cream, to keep the skin clear.

"How sensible", you'll say, when you admire a "Camera Skin" like Heather Angel's. Then include Woodbury's Cold Cream in *your* plot to be a lovelier woman! This cream helps protect your skin from blemishes. No blemish-germs defile its purity! Woodbury's invigorates skin, too. It's rich in skin-stimulating Vitamin D.

For "Camera Skin", follow the stars! This beauty cream, $1.00, 50¢, 25¢, 10¢.

Woodbury's Germ-Free Cold Cream

Helps guard from blemishes
Cleanses the pores thoroughly
Stimulates—Contains Vitamin D
Overcomes dry skin



Heather Angel and Allan Lane in the Republic picture "The Duke Comes Back". She says: "Naturally I want clear camera skin. Woodbury's Cold Cream has given me a flawless complexion."

Send for Trial Tubes of Woodbury's Creams

John H. Woodbury, Inc., 6789 Alfred Street, Cincinnati, Ohio
(In Canada) John H. Woodbury, Ltd., Perth, Ontario

Please send me trial tubes of Woodbury's Cold and Facial Creams; guest-size Woodbury's Facial Soap; 7 shades of Woodbury's Facial Powder. I enclose 10c to cover mailing costs.

Name _____

Street _____

City _____ *State* _____



The Calendar said:

"CALL IT OFF"

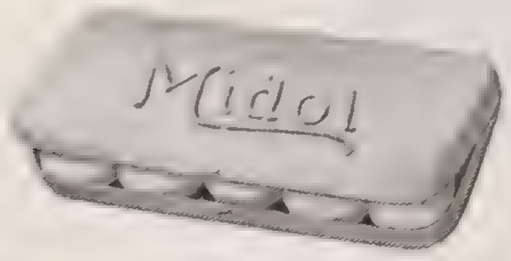
MIDOL

said: "LET THEM COME"



DO you still let pain take precedence to pleasure certain days each month? If you do, you should know doctors have discovered severe or prolonged periodic functional pain is not natural to most women —and that thousands of women have discovered it is *not necessary*. For unless there is some organic disorder demanding a physician's or surgeon's attention, Midol helps most women who try it.

Why not give Midol a chance to help *you* — to render dreaded days as carefree as others? Midol is made for this purpose. It acts quickly, and in all but unusual instances brings relief. A few Midol tablets should see you comfortably through your worst day. Your druggist has Midol in convenient purse-size tins.



ON THE COUNTER AT DRUGSTORES



(Above) Socialite Helen M. Barker and Cesar Romero rhumba to music by Xavier Cugat. *(Below)* This is Betty Bennett, the other half of *Bennett and Wolverton.* She began two years ago as one of a trio.



RADIO RAMBLINGS

BY ARTHUR MASON

NOW that Molly, of the *Fibber McGee and Molly* program, is well on her way to recovery, the story of the illness that kept her out of radio all this season may be told. Insomnia and a spell of ill health led to a very severe nervous breakdown. Poor Molly was unable to shake off a mood of deep melancholy, so intense that she became irrational at times. Complete rest over a long period was absolutely necessary.

Her illness was no secret to their friends in radio and its journalistic branches, but none of them breathed a word of it. Besides being partners in a radio act, they are a devoted couple, this Jim and Marian Jordan. Beneath the *Fibber McGee* swagger, Jim's heart was breaking. If Jim wanted the cause of his bravely concealed unhappiness kept out of newspapers and magazines, his friends eagerly sprang to that task.

Molly will not rejoin the radio act for months, although she might be able to try it again now. Her rest will continue at least until this fall, to make sure her recovery is complete. —•—

CHARLIE MARTIN'S departure from radio to the more lucrative Hollywood fields brings up again one of radio's most ludicrous stories. Charlie, you know, has been the author of the thrill dramas heard on the Philip Morris *program with Russ Morgan's orchestra twice a week during the past year.*

The dramas usually have a basis in fact, and Charlie is constantly on the track of people who know of suitable incidents around which to weave some of the dramas. A strolling mine of those stories is James Street, who writes tales of the South for various magazines.

A friend arranged an appoint- *(Continued on page 16)*



Marlyn "Mama, that man's here again" Stuart won fame through her mimicry of Betty Boop, Garbo and Crawford. She's still with Ken Murray.

Sparkling sunlight puts your powder to the test...



"Glare-Proof" Powder

reflects only the softer rays of light—looks soft and fresh in brightest light



THOSE first bright mornings search out every little fault of your face!—Powder showing up—features sharpened! Are you afraid of looking "all powdery"?

Not if you soften that sunlight—with Pond's "glare-proof" shades. Pond's Powder shades are blended to reflect only the softer rays of light. They give a soft lovely look to your face in any light. And do not show up "powdery."

Use Pond's daytime and under evening lights. True skin tones, uniformly blended. Special ingredients keep Pond's soft and clinging for hours. Decorated screw-top jars, 35¢, 70¢. Big boxes, 10¢, 20¢.



"..Pond's Rose Cream is just the grandest powder! It gives my skin a soft, bright look—andnevershows up chalky!"

MISS SARA CLUCAS, *New York Debutante*

Free 5 "GLARE-PROOF" SHADES

Pond's, Dept. 9RS-PS, Clinton, Conn. Please rush, free, 5 different shades of Pond's "Glare-Proof" Powder, enough of each for a thorough 5-day test. (This offer expires July 1, 1938.)

Name_____

Street_____

City_____ State_____

Copyright, 1938, Pond's Extract Company

"DANDRUFF ITCH?"



Use This Antiseptic Scalp Treatment

Skin specialists generally agree that effective treatment must include (1) regular cleansing of scalp; (2) killing germs that spread infection; (3) stimulating circulation of the scalp; (4) lubrication of the scalp to prevent dryness.

To Accomplish This Is Easy With The Zonite Antiseptic Treatment

Just add 2 tablespoons of Zonite to each quart of water in basin . . . Then do this:—

1. Massage head for 3 minutes with this Zonite solution. *(This gives hair and scalp an antiseptic cleansing — stimulates scalp—kills all germs at contact.)*
2. Lather head with any good soap shampoo, using same Zonite solution. *(This cuts oil and grease in hair and scalp—loosens dirt and dandruff scales.)*
3. Rinse very thoroughly. *(Your head is now clean — your scalp free from scales.)*
4. If scalp is dry, massage in any preferred scalp oil. *(This relieves dryness.)*

RESULTS: By using this simple antiseptic shampoo treatment regularly (twice every week at first) you do what skin specialists say is necessary, if you want to rid yourself of dandruff itch and nasty scalp odors. We believe that if you are faithful, you will be delighted with results.

TRIAL OFFER—For a real trial bottle of Zonite, mailed to you postpaid, send 10¢ to Zonite 512 New Brunswick, New Jersey U. S. A.



AWAY FROM THE MIKE WITH THE MAJOR





The Major spends his mornings dictating letters to his secretaries. There are 45 rare paintings in his office, 5 clocks, 6 radios and a phonograph.



The Major's car is custom-built, equipped with writing desk, bar and thermal unit. His license is Maryland 1.



Having jotted down notes for the next day while being driven home, he forgets work and plays solitaire.

An inside glimpse of Major Bowes' off-the-air life, showing what he is interested in and what he does, besides conducting his Amateurs



His fourteen-room apartment, atop the Capitol Theatre, is full of priceless paintings of which he is justly proud.

Formerly an auto racer, he now uses an "Exercycle" to keep fit. He starts his 12-hour day with a morning ride.



Women on the go

DEMAND A SANITARY NAPKIN THAT LIVES UP TO ITS PROMISES!

When you buy Kotex* you can be sure that:

★ Kotex stays Wondersoft--for it's cushioned in cotton.

★ Kotex can't chafe, can't fail, can't show.

★ Kotex can be worn on either side--no risk of using a pad with a non-absorbent side.

★ You get full value for your money . . . the most efficient, comfortable sanitary service that 18 years of experience can produce.

★ Only Kotex offers three types --Regular, Junior and Super-- for different women on different days.

Use Quest* with Kotex... the new *positive* deodorant powder developed especially for sanitary napkins—soothing, completely effective and only 35c for large 2-ounce size.

YOU GET WHAT YOU PAY FOR—WHEN YOU BUY

KOTEX*

SANITARY NAPKINS (*Trade Marks Reg. U. S. Patent Office)



your skin never says "Winter" when you use Armand Blended Cream

A BEAUTY SECRET REVEALED!

For dry skin, the aftermath of winter, use Armand Blended Cream, by Armand, creator of cosmetics that glorify natural loveliness.

This fluffiest of creams, rich in delicate oils, gently aids to soften harsh, dry and weathered skin. Surprisingly soon, your skin is clean, soft and supple, glowingly fresh, relaxed and refreshed. A *modern type of cream, with the fragrance of fresh cut roses*, it is free from wax and grease. You can use it five different ways, for in one jar, you have the effect of five facial aids, both convenience and economy.

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RADIO RAMBLINGS

(*Continued from page 13*)

ment between Martin and Jimmy, and Jimmy told a couple of the stories. Charlie sat in ominous silence and Jimmy began to be annoyed. Finally Martin spoke.

"Young man," he said, "you may not know much of the radio business. You may not know that one thing we never tolerate is plagiarism. Both of those stories you told me have been written in a book I have right here in my desk."

It was James Street's turn to be silent. Charlie produced the book and Jimmy helped turn to the title page. There, in clear type, was the name of the author: "By James Street."

AFTER all their years of battling Chicago's windy winters, *Amos 'n' Andy* have now devoted their career to following the sun—and taking their radio program right with them. They have moved their permanent headquarters to Hollywood to keep under the warm California sun. They don't even stay, however, to brave the mild chills of Hollywood's rainy season. As time for that rolls around, they pick up their microphone and head for Palm Springs, out in the desert a few hours away, where it remains dry and warm all winter. They have another home there, and nearby a complete radio studio has been equipped solely for the daily adventures of *Amos 'n' Andy*.

They have no designs on filmdom's gold. No use moving out to California to catch the sun and then working in sunless movie studios all day. Not for those boys!

FOLLOWERS of Kay Kyser's *Kollege of Musical Knowledge* may have been puzzled about the program's changing its name when a sponsor bought the show recently and moved it out of its midnight hour. Moving into an early evening network spot, the program became *Kay Kyser's Kampus Klass.*

The explanation is simple. The new sponsor was *Lucky Strike.* For two years the rival cigarette, *Camels*, has been broadcasting *Jack Oakie's College.* With rivalry so keen, no one wanted any confusion. Now that Oakie is off, Kyser takes the place of *Your Hollywood Parade* under the name of *Kay Kyser's Musical College.*

FRED ALLEN was talking about a radio writer who has been doing well in the movies lately.

"Yes, he's a big man in Hollywood now," Fred drawled, "a very big man. Probably the biggest joke thief they have out there."

THE Rudy Vallee hour still is one of the most popular programs on the air, but it has slipped farther back in the rankings this season than ever before. Possibly the explanation may lie in the unusually long stay it had in Hollywood this winter.

(*Continued on page 18*)



Bandleader Richard Himber is surprisingly expert as a card manipulator, especially before an appreciative audience. He's also a practical jokester.

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690 Man's Sexual Life
691 Child's Sexual Life
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THE *fear of going stale* keeps half of Hollywood awake nights. For the brightest star becomes a falling star...once freshness fades.

That's equally true of cigarettes. Staleness often makes a "has been" of a cigarette that ought to be in the prime of stardom. Staleness can transform the mildest cigarette into a harsh irritant and rob it of all flavor.

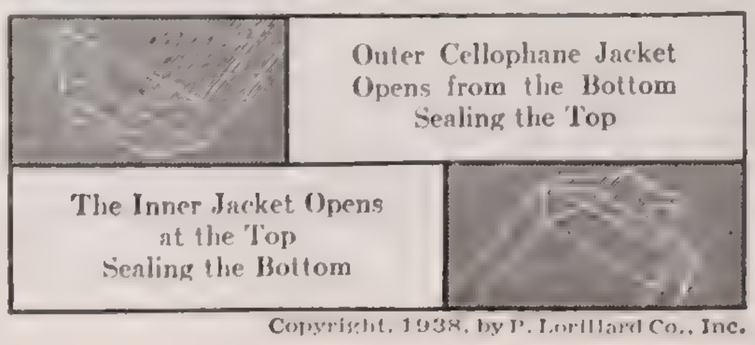
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TUNE IN on Old Gold's Hollywood Screenscoops, Tues. and Thurs. nights, Columbia Network, Coast-to-Coast



Here's why the O.G. package keeps 'em *fresh*



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(*Continued from page 16*)

One of the keys to the hour's success has been the sprightly new talents and ideas it has uncovered and introduced to radio. Other programs simply sat back and debated about unconventional performers, but the Vallee show brought them right in for a trial. New York's theatres and night clubs offered abundant ideas.

Hollywood has no such material—or very little of it, at least. The directors did not want to make it merely another program of movie guest stars, so during its Hollywood stay, the program leaned mainly on old vaudeville troupers, hanging around Hollywood in semi-retirement or out there on the chance of an occasional movie bit. They don't fit into either radio or the Vallee hour's youthful, fresh spirit very well.

NOW that Norman Cordon has become one of the important Metropolitan Opera baritones, it might not be too impolite to wonder about the reminiscent thoughts of a Columbia network executive who had a little experience with Norman just four years ago. Norman had had a brief series on Columbia, and the executive tried to be fatherly and kind as he summoned the young baritone to the office.

"Norman," he said, "while you're still young, why don't you try to get out of this business and make a real career for yourself? I hate to say this, but you never will be any sort of success as a singer."

Just a year later the name Cordon appeared on the Metropolitan roster.

EACH season radio seems to draw in one established comedy act that seems ideal for the new medium—and then enmeshes the performers in difficulties that threaten to destroy a career. Last season it was Victor Moore and Helen Broderick, two of the funniest persons on stage or screen, and a deplorable failure in radio. This year it is Jack Haley.

He has the debonair, jovial air that should be perfect on radio. He has engaged writers with successful records in both movies and other radio programs. The combination has turned out one of the year's least mirthful radio programs.

A recent scene in his studio illustrates how the program is floundering.

"What does a hen say when she lays an egg," the joke began, and some one cackled.

"A square egg?" was the next line.

"She says, 'Ouch!'" was the snapper to that.

Most comedians would drop that without a struggle. Haley's show that day was in such straits for laughs, even small ones, that he protested when the NBC censor department suggested that he drop the joke because it had a trace of vulgarity. The compromise settlement was as ludicrous as the argument.

He was allowed to keep the joke but instead of "Ouch," he promised to say, "Woo, woo."

THE most expensive, and probably the most ingenious, practical joke of the season belongs to Richard Himber. Buddy Clark works with Himber's orchestra on the air and in movie shorts, and the two carry on an endless duel of jovial, friendly insults. At previews, Clark would invariably give out a loud razzberry as

(*Continued on page 97*)



FOR DISTINGUISHED SERVICE TO RADIO

No bandleader ever enjoyed a more loyal and enthusiastic following than Benny Goodman, whose *Swing School* is presented each Tuesday at 9:30 p.m. *EST* by Camel Cigarettes over the Columbia Broadcasting System. No matter in which section of the country it's heard, Benny's unique style of swing music receives long, loud and record-breaking ovations led by the younger dancing set which, you'll readily admit, is best qualified to determine what constitutes good dance music.

Radio, unquestionably, is responsible for the amazing popularity of Benny Goodman. Dancers hearing him on the air, naturally storm the spot where they can see and hear him in person.

His *Swing School* is a program which appeals not only to swing addicts, but to dance lovers in general. The reason is simple enough. The Goodman style awakens and stimulates the desire to dance, to be gay and have fun. It offers a chance to express oneself.

Personally, Benny Goodman is an unassuming, easily embarrassed fellow who looks quite unlike what you'd expect of the "King of Swing." But beneath his deceiving appearance is Benny's keen rhythmic sense and ability to pick musicians who can best interpret his individual style of dance music. He works harder than any man in his band, has complete mastery of the clarinet, besides a thorough knowledge and sound judgment of dance music.

To Benny Goodman, for the joy and happiness he's brought to the millions and millions of dance lovers, Radio Stars Magazine presents its Award for Distinguished Service to Radio.

Lester C. Grady

EDITOR.

STRAIGHT

In which roses and raspberries are

AL JOLSON has extremely bad radio manners.

As an example, consider the treatment of John Barrymore when that gentleman appeared on the mammy singer's radio stint.

We are somewhat accustomed to verbal fisticuffs being exchanged over the air waves, but there are limits to the amount of kidding that can be indulged in before the borderline of decency is reached. And Jolson, Raye and Parkyakarkus whizzed right by those limits when they had the unfortunate Mr. Barrymore within range of their guns. He was unmercifully jibed at for alleged bags under eyes, double chins and the other paraphernalia usually associated with dissipation and old age.



ALLIE LOWE MILES
". . . she herds a bunch of women together and holds a little radio clambake . . ."

FRED ALLEN
". . . he's good in the same ways at the same times week in, week out . . ."

ED. G. ROBINSON
". . . in an only-fair piece, *Big Town*, his performance is nearly perfect . . ."

MARY ASTOR
". . . one of the very few women whose voice rests comfortably on ears . . ."



FROM THE COLD SHOULDER

handed out to air programs and personalities, in surprisingly frank fashion BY WILLIAM L. VALLEE

Jolson makes a habit of exchanging banter with his "guests," but ordinarily it is fairly well restrained. In this instance, however, his procedure lacked both humor and good taste.

—✦—

We're not through with Mr. J. Let's examine his humor under our microscope. For his allegedly funny material he collects a sizable fee, therefore it is worthy of our scrutiny—and besides we have to listen to it.

First: He has been writing letters to a little girl whom he suspects of putting on airs. Her name is Jessica, so he can't resist the opportunity to panic his audience by adding "ica" to every word. Thus, a line would read: "Jessica hasica beenica naughtica andica Alica is soreica!" Passing over this hysterically funny bit, let's look at a sample gag. Al kills the audience, and squelches Parkyakarkus at the same time, with this very funny line: "You couldn't whip a pint of cream with an outboard motor!" Later, after half of the audience has been carried out, exhausted from laughing, the inestimable Mr. Parkyakarkus—digging up the old fashioned he and she type of joke from its long-undisturbed grave—forces "Mr. Joslyn" to ask him why his grandmother is like a ferry-boat. It's all Parkyakarkus can do to tell him that his grandmother resembles a ferry-boat because she has trouble getting into her slip. Someone might tell the sponsor that he's not getting his money's worth. And tell Al to hire better writers. . . .

Apart from all of this, but surprisingly like a clap of thunder on a clear day, is the fact that Jolson—amidst a horde of movie-people denouncements of the redoubtable Jimmie Fidler—has just written a song entitled *And I Do Mean You.*

—✦—

AS an example of *really* funny carrying-on, tune in *Uncle Jonathan*, any day but Wednesday, at 3:15 on *WAAT*. Orth Bell plays Jonathan and a bevy of humorous characters. He writes his own stuff and he's guaranteed.

—✦—

Cuteness should be restricted to the cradle and pretty girls, where it rightfully belongs, and not appropriated by

(*Continued on page 79*)



JEAN DICKENSON
". . . a coloratura soprano who isn't annoying . . ."

AL JOLSON
". . . his procedure lacked both good taste and humor . . ."

WALTER O'KEEFE
". . . he might do well to consider the matter of flexibility . . ."



Rehearsals for the Ben Bernie program push toward perfection, as maestro and cast toil tirelessly.

The Old Maestro confers with three of his script writers. *(Left)* Albert Miller and Park Levy. *(Right) Allen Lipscott.*

Jane Pickens, soloist on the Bernie show and former prima donna of the *Ziegfeld Follies*, takes a snack between numbers.

Jane can toss off an aria, or render a blues song with equal skill. She first won fame as one of the singing Pickens Sisters, from Georgia.

IT JUST HAS TO BE GOOD!

Announcer Ralph Edwards, born in Merino, Colo., began in radio in San Francisco. He once autographed a biscuit for a dining-car waiter.

A concert violinist at fourteen, later in vaudeville, radio lifted Ben Bernie to the heights of fame. A good friend. A swell guy. *Yowsah!*

When you hear that smooth broadcast, Wednesday evenings at 9:30, *EST*, you'd never suspect how many headaches went into building it!

Lew Lehr, "cwazier than ten monkeys," known to movie fans for his comic *Newsettes*, splutters his nightmare nonsense on the Bernie show.



Wide World

Romantic rumors fly about Janet Gaynor and Tyrone Power, who are often seen together. Will they marry?

A threat to Sonja Henie? Kate Smith, seen on the ice at Lake Placid, is a skilled, graceful skater.

IN THE RADIO

Who's this behind the mask? Nelson Eddy menaces fair Jeanette MacDonald, in *The Girl of the Golden West.*

At *Watch the Fun Go By,* Dinty Doyle *(right)*, newspaper columnist, joins Al Pearce in a hearty laugh.

Once singing m.c. of *Hollywood Hotel*, Dick Powell then did the same rôle on *Your Hollywood Parade*.

Dorothy Lamour shows a lei of white and golden blossoms, sent her from Java by a Javanese ruler.

SPOTLIGHT

When President Franklin D. Roosevelt broadcasts, he faces a besieging battery of cameras and microphones.

Diminutive baritone Ray Heatherton's favorite hobby is riding. He also likes tennis, boxing and swimming.





"I don't want to be a glamour girl," says lovely Dorothy Lamour, still a bit dazed by her success in movies and on the air.



CANDIDS



She is married to Gene Raymond now. But, "I'm superstitious about discussing my happiness," says Jeanette MacDonald, making up for *The Girl of the Golden West.*



An armful of innocence for Jack Oakie! The baby lamb made its début with him in *Radio City Revels*, so Jack has adopted it. Jack has made over half a hundred movies.

Just a bit of buffoonery on a movie set. Between scenes in Paramount's *Dr. Rhythm*, Bing Crosby shows Comedienne Bea Lillie a sample of Hollywood love-making.





(Left) Martha Raye and Lynne Overman, of *The Big Broadcast of 1938*, in an impromptu battle. Looks as if Martha's winning! Her first film rôle was in *Rhythm on the Range*.



Wistful wizard of Waukeegan, Worrier Jack Benny! He writes most of his lines himself, but he still worries about it all.



Phil Harris, whose manly charm is Jack Benny's despair, with his mother. His wife is Marcia Ralston, formerly in the movies.



Voted the most versatile man in his class at Yale, popular tenor Lanny Ross is a candid camera fan.

You wouldn't suspect the microphone of temperament! Martha Raye, rehearsing a scene for *The Big Broadcast of 1938*, gets a great surprise!



As the first notes of her song come forth, suddenly "Mike" draws away from her.

"I guess I can hold my audience without your help!" thinks she, pushing him off.

MARTHA AND

That doesn't seem to help. She whips him around her neck, starts to "swing it."

"After all, we're both trying to make a living!" she pleads, as he coils snakily.





But the script calls for "Mike," so, with a scornful grimace, Martha fiercely yanks him back.



She tries a gentle ballad, in soft, caressing tones, but "Mike" remains aloof and unyielding.



Now down to the floor they go! "Mike" writhing and twisting Martha cajoling, persisting.

THE TEMPERAMENTAL "MIKE"

"Maybe—if I'd whistle—" thinks Martha, as a last resort. Down on the floor, amid the cobra-like coils of the recalcitrant and temperamental "Mike," she makes a last desperate effort to put over her song. "Maybe I ought to be temperamental, too!"



CANDIDS

CBS air columnist Mary Margaret McBride and announcer Ken Roberts test sponsor's product.

Nan Wynn, aside from being a blues singer on CBS, is a swimmer of note, tap dancer and horsewoman.

Tommy Riggs and Dorothea Kent on the set of Universal's *Goodbye Broadway*, film in which he débuts.

Buddy Rogers, happy spouse of Mary Pickford, talks to A. C. Blumenthal and June Lang, rumored romanti-

Lum and Abner, having a new sponsor, are heard on Monday, Wednesday, Friday, 6:45 p.m. *EST*.

Loretta Poynton made her radio début as a baby imitator. Now she's Donna in *Dan Harding's Wife*.

Since freedom is necessary for the sport, the girls change from street clothes to bathing suits.

Joan Merrill and Helene Daniels, two popular *MBS* vocalists, saunter forth for a game of badminton.

KEEP YOUR EYE ON

Badminton being a great deal more strenuous than tennis, the girls need refreshment between games.



Joan's timing may be a bit off, but she's fast on her feet and has a lot of pep and endurance.

Helene is just learning, but puts up a good fight. She's developing a nifty backhand to baffle Joan.



THE SHUTTLECOCK!

Smoking wouldn't be in order if Helene and Joan were more serious about playing a better game.



Joan's the winner! The girls rehash the match while preparing to get back to their rehearsals



On the 35th anniversary of the old Hollywood Hotel, Warner Bros. gave a party at the Trocadero for the cast of the film, *Hollywood Hotel*, the *CBS* air-show, and stars of long ago. Hobart Bosworth watches as Beverly Roberts signs the guest book. William and James Cagney, Dick Powell and Joan Blondell *(above)*.

Edmund Goulding, master of ceremonies, introduced famous folk of the past. One was Carrie Jacobs Bond, who once sang for her room and board at the hotel. *(Left)* James Cagney and Jack L. Warner. *(Below)* William Farnum, Lola Lane, Jack L. Warner and Jean Hersholt foregather to chat of old times and new.

BIRTHDAY PARTY

Above are Rudy Vallee, Frances Langford, Jean Acker Valentino, Louella Parsons, who introduces the film guest stars on the *Hollywood Hotel* radio program, and Jack L. Warner. Later Frances Langford sang a song of her own composition, *Must We Say Goodbye?* Dick Powell, Rosemary Lane and others also sang.

Hugh Herbert, who is in the film, *Hollywood Hotel*, chats with Joan Blondell. Looks as if they might be playing "Handies!"

(Below, left) Rudy Vallee congratulates Hugh Herbert on his work in the movie. *(Right)* Louella Parsons listens to Announcer Ken Niles, as the celebration is broadcast from coast to coast over the Columbia network. Among old favorites present were Flora Finch, Mary Carr, Betty Blythe and Herbert Rawlinson.







BETWEEN BROADCASTS

Here is Peter Paul Loyanich, ten-year-old piano genius and protégé of Jose Iturbi, shown with him. Peter made his New York début at Town Hall recently.

Wide World

Mary Lou, who would be the "best bet" in any beauty contest, is featured vocalist on the *Hollywood Showcase*, broadcast over *CBS*, Thursdays.



Margot and Stuart, Pat Baker's lively youngsters, are his favorite audience.



Ray Block, whose CBS show, *Ray Block's Varieties*, is heard Thursdays, and his charming vocalist, young Patti Chapin.



Lew Lehr pounds a pretty prelude for Jane Pickens, of the Ben Bernie show.



Wide World

Radio's new Table Tennis champ, Andre Baruch, receives from Kate Smith the Lambert Award recently won. Ted Collins *(left)* is Kate's manager.

BANDLEADER'S HOLIDAY

What does a band leader do in his spare time? Eddy Duchin finally finds the time, between his radio and dance engagements, to make the rounds in New York



First, a dinner at The Paradise, with Toby Wing, the featured singer there.

At the Paramount Theatre Fred Waring demonstrates for Eddy the Waring Mixer, which Fred, who doesn't drink, recently invented.





He drops in at the Hotel Roosevelt to visit with Guy Lombardo, playing the piano for him, as the boys sing.

Eddy sits in, at The Biltmore, with Horace Heidt and the King Sisters.





Then to the Famous Door, where he listens to Louis Prima. Mrs. Prima sits at the table with him.

Then he drops in on his old friend, Kate Smith, and enjoys her broadcast.

At the Commodore, he changes places with Tommy Dorsey, playing the slide trombone, as Tommy tackles the piano.

Next Eddy greets Francis Langford, who was guest star on Kate's program, and his wife, Margo.

Now he listens to Walter Winchell's Jergens broadcast.

At Leon & Eddie's, he chats with the former heavyweight champion, James Braddock *(right)* and Joe Di Maggio.

And later, still at Leon & Eddie's, he has some fun with Eddie Davis, one of the proprietors of the gay night club



Bob Burns, teller of tall tales on the Bing Crosby *Kraft Music Hall* program, is a pal to his son, Bob Jr. They share a mutual enthusiasm for sports and sciences. *(Above)* Getting fishing tackle in order. *(Left)* Checking over their guns as their dog watches hopefully.



FATHER AND SON

(Below) Music also is one of their shared hobbies. And across the page the two work with a microscope projector. Bob's first wife, young Bob's mother, whom he met while touring with a carnival, died just as he began to achieve fame and fortune. Last May Bob married Harriet Foster, who had been his secretary.

Acme Photos







An evening's game of chess *(left)* absorbs them. In the basement of their Hollywood home is their Hobby Room, where they work at astronomy, bacteriology, and other hobbies.

EGG ARTIST



An unusual hobby, bu an interesting one anc easy to learn, this of paint ing portraits on egg-shell says Graham Dale, 23-year old art student, who startec making his "eggatoons' while still in his 'teens





Before he begins to paint he drains the eggs. Or dinary water-colors blur or an egg-shell, so Dale had to develop his own paints as well as instruments. The latter include a variety of odd-shaped brushes, stylus points and calipers. He gets real hair from the corner barber shop, for the hair and eyebrows. Ears are fashioned of cardboard composition. Cellophane is used for eyeglasses, which have celluloid frames. He can turn out an "eggatoon" in an hour, but sometimes works longer on a more painstaking portrait.





After appearing on Dave Elman's *Hobby Lobby*, Dale made an "eggatoon" of Elman, shown here enlarged. Beyond is a photograph of Elman. The *Hobby Lobby*, which started on the Mutual network, now is broadcast over *CBS* each Wednesday at 7:15 p.m., *EST*, and on *WOR* at 10:30.

"...but what is this difference you notice between Camels and other Cigarettes?"



...Kathleen Williams asks Alma Nicoll, debutante daughter of De Lancey Nicoll, Jr., of New York and Middleburg, Virginia.

And here is Miss Nicoll's answer:

"Do I find Camels different from other cigarettes? Yes, definitely! For instance, after hours in the saddle, I'm quite weary. Smoking Camels gives me a delightful 'lift'! And Camels never jangle my nerves—another way they are different! I smoke as many Camels as I please...and they never tire my taste. Camels are mild...gentle on my throat. And so you see, in so many ways, Camels agree with me."

It is not surprising that smokers are so enthusiastic about Camels. Camel spends millions more, year after year, to assure a finer, more delicate quality for Camel smokers.



THE Nicoll family have occupied positions of prominence here since Matthias Nicoll crossed to these shores in 1664. Alma Nicoll (above, right) is a fine horsewoman, devoted to the life of the Long Island and Virginia hunting country. She has traveled in England, on the Continent, and in the Near East. At right, Miss Nicoll poses before dining out. She is typical of the younger crowd in her enthusiasm for Camels. "At all the parties," she says, "I notice that Camels are served. Between courses...and, of course, after dessert, I smoke Camels —'for digestion's sake!' Camels add to mealtime pleasure."

DO PEOPLE APPRECIATE THE **COSTLIER TOBACCOS** IN CAMELS?—

—CAMELS ARE THE **LARGEST-SELLING** CIGARETTE IN AMERICA



Among the many distinguished women who find Camels mild and refreshing:

Mrs. Nicholas Biddle, *Philadelphia* • Mrs. Powell Cabot, *Boston* • Mrs. Thomas M. Carnegie, Jr., *New York* • Mrs. J. Gardner Coolidge 2nd, *Boston* • Mrs. Anthony J. Drexel 3rd, *Philadelphia* • Mrs. Chiswell Dabney Langhorne, *Virginia* Mrs. Nicholas G. Penniman III, *Baltimore* • Mrs. John W. Rockefeller, Jr., *New York* • Mrs. Rufus Paine Spalding III, *Pasadena* • Mrs. Louis Swift, Jr., *Chicago* • Mrs. Barclay Warburton, Jr., *Philadelphia* • Mrs. Howard F. Whitney, *New York*

ONE SMOKER TELLS ANOTHER

"Camels agree with me!"

Copyright, 1938, R. J. Reynolds Tobacco Co., Winston-Salem, N. C



She asked for it, and got it! When Madame Gertrude Wettergren, Metropolitan Opera star and protégée of th Crown Princess of Sweden, was Bing Crosby's air guest, she asked screen star Beverly Roberts to give her swift kick for good luck. This probably makes Beverly the first person ever to have booted an opera div

COAST-TO-COAST PROGRAM GUIDE

THE regular programs on the four coast-to-coast networks are here listed in a day-by-day time schedule. The National Broadcasting Company Red-Network is indicated by *NBC-Red;* the National Broadcasting Company Blue-Network is indicated by *NBC-Blue;* the Columbia Broadcasting System by *CBS;* and Mutual Broadcasting System by *MBS.*

All stations included in the above networks are listed below. Find your local station on the list and tune in on the network specified.

ALL TIME RECORDED IS EASTERN STANDARD TIME. This means that for Central Standard Time you must subtract one hour from the listed time. For Mountain Standard Time subtract two hours; and for Pacific Standard Time, three hours. For example: *11:00* A. M. EST becomes *10:00* A. M. CST; *9:00* A. M. MST: and *8:00* A. M. PST.

If, at a particular time, no network program is listed, that is because there is no regular program for that time, or because the preceding program continues into that period.

NATIONAL BROADCASTING COMPANY—RED-NETWORK

WSB	Atlanta, Ga.
WFBR	Baltimore, Md.
WBRC	Birmingham, Ala.
WNAC	Boston, Mass.
WBEN	Buffalo, N. Y.
WMAQ	Chicago, Ill.
WTAM	Cleveland, Ohio
KOA	Denver, Colo.
WHO	Des Moines, Iowa
WWJ	Detroit, Mich.
WTIC	Hartford, Conn.
KPRC	Houston, Tex.
WIRE	Indianapolis, Ind.
WJDX	Jackson, Miss.
WDAF	Kansas City, Mo.
KFI	Los Angeles, Cal.
WMC	Memphis, Tenn.
KSTP	Minneapolis-St. Paul. Minn.
CBM	Montreal, Canada
WEAF	New York, N. Y.
WSMB	New Orleans, La.
WOW	Omaha, Neb.
KYW	Philadelphia, Pa.
WCAE	Pittsburgh, Pa.
WCSH	Portland, Me.
KGW	Portland, Ore.
WJAR	Providence, R. I.
WMBG	Richmond, Va.
KSD	St. Louis, Mo.
KDYL	Salt Lake City, Utah
KPO	San Francisco, Cal.
WGY	Schenectady, N. Y.
KOMO	Seattle, Wash.
KHQ	Spokane, Wash.
WRC	Washington, D. C.
WDEL	Wilmington, Del.
WTAG	Worcester, Mass.

NATIONAL BROADCASTING COMPANY—BLUE-NETWORK

WABY	Albany, N. Y.
WAGA	Atlanta, Ga.
WBAL	Baltimore, Md.
WJBO	Baton Rouge, La.
WSGN	Birmingham, Ala.
WBZ	Boston, Mass.
WICC	Bridgeport, Conn.
WEBR	Buffalo, N. Y.
WMT	Cedar Rapids, Iowa
WENR	Chicago, Ill.
WLS	Chicago, Ill.
WHK	Cleveland, Ohio
KVOD	Denver, Colo.
KSO	Des Moines, Iowa
WXYZ	Detroit, Mich.
WLEU	Erie, Pa.
WOWO	Ft. Wayne, Ind.
KXYZ	Houston, Tex.
WJTN	Jamestown, N. Y.
WREN	Kansas City, Kan.
KECA	Los Angeles, Cal.
WMPS	Memphis, Tenn.
WTCN	Minneapolis, Minn.
CFCF	Montreal, Canada
WICC	New Haven, Conn.
WDSU	New Orleans, La.
WJZ	New York, N. Y.
KLO	Ogden, Utah
KOIL	Omaha, Neb.-Council Bluffs, Ia.
WFIL	Philadelphia, Pa.
KDKA	Pittsburgh, Pa.
KEX	Portland, Ore.
WEAN	Providence, R. I.
WRTD	Richmond, Va.
WHAM	Rochester, N. Y.
KWK	St. Louis, Mo.
KFSD	San Diego, Cal.
KGO	San Francisco, Cal.
KTMS	Santa Barbara, Cal.
KJR	Seattle, Wash.
KGA	Spokane, Wash.
WBZA	Springfield, Mass.
WSYR	Syracuse, N. Y.
WSPD	Toledo, Ohio
WMAL	Washington, D. C.

NBC-SUPPLEMENTARY STATIONS

(May be on either RED or BLUE networks)

KOB	Albuquerque, N. M.
WSAN	Allentown, Pa.
KGNC	Amarillo, Tex.
WWNC	Asheville, N. C.
KERN	Bakersfield, Cal.
KFDM	Beaumont, Tex.
KGHL	Billings, Mont.
KFYR	Bismarck, N. D.
KIDO	Boise, Idaho
KGIR	Butte, Mont.
WCSC	Charleston, S. C.
WSOC	Charlotte, N. C.
WCFL	Chicago, Ill.
WSAI	Cincinnati, Ohio
WCKY	Cincinnati, Ohio
WLW	Cincinnati, Ohio
WFLA	Clearwater, Fla.
WIS	Columbia, S. C.
WCOL	Columbus, Ohio
KRIS	Corpus Christi, Tex.
WFAA	Dallas, Tex.
WEBC	Duluth, Minn.
KTSM	El Paso, Tex.
WGBF	Evansville, Ind.
WDAY	Fargo, N. D.
WGL	Ft. Wayne, Ind.
WBAP	Ft. Worth, Tex.
KMJ	Fresno, Cal.
WOOD	Grand Rapids, Mich.
WFBC	Greenville, S. C.
KGU	Honolulu, Hawaii
KTHS	Hot Springs, Ark.
WJAX	Jacksonville, Fla.
WROL	Knoxville, Tenn.
KARK	Little Rock, Ark.
WAVE	Louisville, Ky.
WIBA	Madison, Wis.
WFEA	Manchester, N. H.
KMED	Medford, Ore.
WIOD	Miami Beach, Fla.
WTMJ	Milwaukee, Wis.
CBF	Montreal, Canada
WSM	Nashville, Tenn.
WTAR	Norfolk, Va.
WKY	Oklahoma City, Okla.
KTAR	Phoenix, Ariz.
KOAM	Pittsburg, Kans.
KGHF	Pueblo, Colo.
WPTF	Raleigh, N. C.
KFBK	Sacramento, Cal.
WSUN	St. Petersburg, Fla.
WOAI	San Antonio, Tex.
KTBS	Shreveport, La.
KSOO	Sioux Falls, S. D.
KELO	Sioux Falls, S. D.
KGBX	Springfield, Mo.
KWG	Stockton, Cal.
WEBC	Superior, Wis.
WFLA	Tampa, Fla.
WBOW	Terre Haute, Ind.
CBL	Toronto, Canada
KVOO	Tulsa, Okla.
KRGV	Weslaco, Tex.
KANS	Wichita, Kans.
WBRE	Wilkes-Barre, Pa.
WORK	York, Pa.

COLUMBIA BROADCASTING SYSTEM STATIONS

WADC	Akron, Ohio
WOKO	Albany, N. Y.
WAIM	Anderson, S. C.
WGST	Atlanta, Ga.
WPG	Atlantic City, N. J.
WRDW	Augusta, Ga.
KNOW	Austin, Tex.
WCAO	Baltimore, Md.
WLBZ	Bangor, Me.
WAPI	Birmingham, Ala.
WNBF	Binghamton, N. Y.
WEEI	Boston, Mass.
WGR	Buffalo, N. Y.
WKBW	Buffalo, N. Y.
WCHS	Charleston, W. Va.
WBT	Charlotte, N. C.
WDOD	Chattanooga, Tenn.
WBBM	Chicago, Ill.
WKRC	Cincinnati, Ohio
WGAR	Cleveland, Ohio
KVOR	Colorado Springs, Colo.
WBNS	Columbus, Ohio
KRLD	Dallas, Tex.
WOC	Davenport, Iowa
WHIO	Dayton, Ohio
KLZ	Denver, Colo.
KRNT	Des Moines, Iowa
WJR	Detroit, Mich.
WKBB	Dubuque, Iowa
KDAL	Duluth, Minn.
WDNC	Durham, N. C.
WESG	Elma-Ithaca, N. Y.
WEOA	Evansville, Ind.
WMMN	Fairmont, W. Va.
KARM	Fresno, Cal.
WTAQ	Green Bay, Wis.
WBIG	Greensboro, N. C.
KFBB	Great Falls, Mont.
WHP	Harrisburg, Pa.
WDRC	Hartford, Conn.
WMFG	Hibbing, Minn.
KGMB	Honolulu, Hawaii
KTRH	Houston, Tex.
WFBM	Indianapolis, Ind.
WMBR	Jacksonville, Fla.
KMBC	Kansas City, Mo.
WNOX	Knoxville, Tenn.
WKBH	La Crosse, Wis.
KFAB	Lincoln, Neb.
KLRA	Little Rock, Ark.
KNX	Los Angeles, Cal.
WHAS	Louisville, Ky.
WMAZ	Macon, Ga.
KGLO	Mason City, Iowa
WREC	Memphis, Tenn.
WCOC	Meridian, Miss.
WQAM	Miami, Fla.
WALA	Mobile, Ala.
WISN	Milwaukee, Wis.
WCCO	Minneapolis, Minn.
KGVO	Missoula, Mont.
WSFA	Montgomery, Ala.
CKAC	Montreal, Canada
WLAC	Nashville, Tenn.
WWL	New Orleans, La.
WABC	New York, N. Y.
KOMA	Oklahoma City, Okla.
WDBO	Orlando, Fla.
WPAR	Parkersburg, W. Va.
WCOA	Pensacola, Fla.
WMBD	Peoria, Ill.
WCAU	Philadelphia, Pa.
KOY	Phoenix, Ariz.
WJAS	Pittsburgh, Pa.
WBRK	Pittsfield, Mass.
KOIN	Portland, Ore.
WPRO	Providence, R. I.
KOH	Reno, Nev.
WRVA	Richmond, Va.
WDBJ	Roanoke, Va.
WHEC	Rochester, N. Y.
KROY	Sacramento, Cal.
KMOX	St. Louis, Mo.
WCCO	St. Paul, Minn.
KSL	Salt Lake City, Utah
KTSA	San Antonio, Tex.
KSFO	San Francisco, Cal.
WTOC	Savannah, Ga.
WGBI	Scranton, Pa.
KIRO	Seattle, Wash.
KWKH	Shreveport, La.
KSCJ	Sioux City, Iowa
WSBT	South Bend, Ind.
KFPY	Spokane, Wash.
WMAS	Springfield, Mass.
WNBX	Springfield, Vt.
WFBL	Syracuse, N. Y.
KVI	Tacoma, Wash.
WDAE	Tampa, Fla.
WIBW	Topeka, Kans.
CFRB	Toronto, Canada
KGAR	Tucson, Ariz.
KTUL	Tulsa, Okla.
WIBX	Utica, N. Y.
WHLB	Virginia, Minn.
WACO	Waco, Tex.
WJSV	Washington, D. C.
WJNO	W. Palm Beach.
WWVA	Wheeling, W. Va.
KFH	Wichita, Kans.
KGKO	Wichita Falls, Tex.
WSJS	Winston-Salem, N. C.
WORC	Worcester, Mass.
WNAX	Yankton, S. D.
WKBN	Youngstown, Ohio

MUTUAL BROADCASTING SYSTEM STATIONS

KXRO	Aberdeen, Wash.
KADA	Ada, Okla.
KVSO	Ardmore, Okla.
WRDO	Augusta, Me.
KPMC	Bakersfield, Cal.
WBAL	Baltimore, Md.
WLBZ	Bangor, Me.
KVOS	Bellingham, Wash.
WAAB	Boston, Mass.
WICC	Bridgeport, Conn.
WMT	Cedar Rapids, Iowa
WGN	Chicago, Ill.
WLW	Cincinnati, Ohio
WSAI	Cincinnati, Ohio
WCLE	Cleveland, Ohio
WHK	Cleveland, Ohio
KGGF	Coffeyville, Kans.
WHKC	Columbus, Ohio
WRR	Dallas, Tex.
KFEL	Denver, Colo.
KSO	Des Moines, Iowa
KXO	El Centro, Cal.
KASA	Elk City, Okla.
KCRC	Enid, Okla.
KORE	Eugene, Ore.
KIEM	Eureka, Cal.
WSAR	Fall River, Mass.
KTAT	Ft. Worth, Tex.
KFKA	Greeley, Colo.
WTHT	Hartford, Conn.
KGMB	Honolulu, Hawaii
WIRE	Indianapolis, Ind.
WHB	Kansas City, Mo.
WLNH	Laconia, N. H.
KFOR	Lincoln, Neb.
KHJ	Los Angeles, Cal.
WLLH	Lowell, Mass.
WFEA	Manchester, N. H.
WDGY	Minneapolis-St. Paul. Minn.
KDON	Monterey, Cal.
KBIX	Muskogee, Okla.
WSM	Nashville, Tenn.
WOR	Newark, N. J.
WNBH	New Bedford, Mass.
WNLC	New London, Conn.
KTOK	Oklahoma City, Okla.
KGY	Olympia, Wash.
KOIL	Omaha, Neb.
WFIL	Philadelphia, Pa.
WCAE	Pittsburgh, Pa.
WBBZ	Ponca City, Okla.
KALE	Portland, Ore.
WEAN	Providence, R. I.
WRVA	Richmond, Va.
KRNR	Roseburg, Ore.
KWK	St. Louis, Mo.
KSLM	Salem, Ore.
KFXM	San Bernardino, Cal.
KGB	San Diego, Cal.
KFRC	San Francisco, Cal.
KQW	San Jose, Cal.
KVOE	Santa Ana, Cal.
KDB	Santa Barbara, Cal.
KOL	Seattle, Wash.
KGFF	Shawnee, Okla.
WSPR	Springfield, Mass.
KGDM	Stockton, Cal.
KMO	Tacoma, Wash.
WOL	Washington, D. C.
WBRY	Waterbury, Conn.
KPQ	Wenatchee, Wash.
CKLW	Windsor-Detroit, Mich.
KIT	Yakima, Wash.

Sundays

APRIL 3—10—17—24

MORNING

8:00
NBC-Red: WILLIAM MEEDER—organist
NBC-Blue: PEERLESS TRIO

8:15
NBC-Blue: BENNO RABINOFF—violinist

8:30
NBC-Red: KIDOODLERS
NBC-Blue: TONE PICTURES—Ruth Pepple, pianist; mixed quartet
CBS: SALON MUSICALE



Lyn Murray

8:45
NBC-Red: ANIMAL NEWS CLUB
CBS: MICHEL ROSCOE—pianist

9:00
NBC-Red: TURN BACK THE CLOCK—Alice Remsen, George Griffin
NBC-Blue: COAST TO COAST ON A BUS—Milton J. Cross
CBS: WINGS OVER JORDAN

9:15
NBC-Red: TOM TERRISS—speaker

9:30
NBC-Red: MELODY MOMENTS

9:55
CBS: PRESS-RADIO NEWS

10:00
NBC-Red: THE RADIO PULPIT—Dr. Ralph W. Sockman
NBC-Blue: RUSSIAN MELODIES
CBS: CHURCH OF THE AIR

10:30
NBC-Red: MADRIGAL SINGERS
NBC-Blue: DREAMS OF LONG AGO
CBS: WALBERG BROWN STRING ENSEMBLE

11:00
NBC-Red: PRESS-RADIO NEWS
NBC-Blue: PRESS-RADIO NEWS
CBS: TEXAS RANGERS
MBS: REVIEWING STAND—world problems

11:05
NBC-Red SILVER FLUTE
NBC-Blue: ALICE REMSEN—contralto

11:15
NBC-Blue: NEIGHBOR NELL
MBS: PAULINE ALPERT—[illegible]

11:30
NBC-Red: ANGLER AND HUNTER—Raymond R. Camp, sports talk
NBC-Blue: FELIX KNIGHT—[illegible]
CBS: MAJOR BOWES' CAPITOL FAMILY
MBS: THE STORY TELLER'S HOUSE—Richard Blondell

11:45
NBC-Red: NORSEMEN QUARTET
NBC-Blue: BILL STERN'S SPORT SCRAPS

AFTERNOON

12:00 Noon
NBC-Red: NBC HOME SYMPHONY
NBC-Blue: SOUTHERNAIRES—Negro male quartet
MBS: DR. CHARLES M. CORBOIN

12:30
NBC-Red: UNIVERSITY OF CHICAGO ROUND TABLE DISCUSSION—guest speakers
NBC-Blue: RADIO CITY MUSIC HALL ORCHESTRA—soloists
CBS: SALT LAKE CITY TABERNACLE CHOIR AND ORGAN
MBS: AMERICAN WILDLIFE—talk

1:00
NBC-Red: AL AND LEE REISER—piano duo
CBS: CHURCH OF THE AIR



Lucille Ball

1:15
NBC-Red: HENRY BUSSE'S ORCHESTRA

1:30
NBC-Red: TUSKEGEE INSTITUTE CHOIR CONCERT
NBC-Blue: THERE WAS A WOMAN—sketch
CBS: FOREIGN NEWS BROADCAST

1:45
CBS: POET'S GOLD—David Ross
MBS: GOTHAM STRING QUARTET

2:00
NBC-Red: CHATS ABOUT DOGS—Bob Becker
NBC-Blue: MAGIC KEY OF RCA—Frank Black's symphony orchestra, Milton J. Cross, Linton Wells
CBS: BORIS MORROS' STRING QUARTET

2:15
NBC-Red: VAGABOND QUARTET

2:30
NBC-Red: THATCHER COLT STORIES—dramatic serial
CBS: DR. CHRISTIAN—drama, starring Jean Hersholt
MBS: NEW POETRY HOUR—A. M. Sullivan

3:00
NBC-Red: RADIO NEWSREEL—Parks Johnson, Wallace Butterworth
NBC-Blue: ON BROADWAY—dramatization
CBS: NEW YORK PHILHARMONIC SYMPHONY ORCHESTRA
MBS: ON A SUNDAY AFTERNOON—varieties, Stokes' orchestra

3:30
NBC-Red: SUNDAY DRIVERS—Fields and Hall, Frances Adair
NBC-Blue: ARMCO BAND—Frank Simon, conductor

3:45
MBS: TRAIL BLAZERS—hillbilly music

4:00
NBC-Red: ROMANCE MELODIES—Ruth Lyon, Shield's orchestra
NBC-Blue: NATIONAL VESPERS—Dr. Harry Emerson Fosdick
MBS: COURT OF HUMAN RELATIONS

4:30
NBC-Red: THE WORLD IS YOURS—dramatization
NBC-Blue: MUSICAL CAMERA—Josef Cherniavsky
MBS: LUTHERAN HOUR

4:45
NBC-Blue: RANCH BOYS QUARTET

5:00
NBC-Red: RY-KRISP PRESENTS MARION TALLEY—Koestner's orchestra

5:30
NBC-Red: MICKEY MOUSE THEATRE OF THE AIR—Walt Disney, Felix Mills' orchestra
NBC-Blue: SUNDAY AFTERNOON WITH ED McCONNELL
CBS: GUY LOMBARDO AND HIS ORCHESTRA

5:45
NBC-Blue: VOCALIST



David Ross

EVENING

6:00
NBC-Red: CATHOLIC HOUR
NBC-Blue: SENATOR FISHFACE AND PROFESSOR FIGGSBOTTLE
CBS: JOE PENNER—Gene Austin, Grier's orchestra
MBS: 30 MINUTES IN HOLLYWOOD—George Jessel, Norma Talmadge, Tucker's orchestra

6:30
NBC-Red: A TALE OF TODAY—sketch
NBC-Blue: HAVEN MacQUARRIE PRESENTS
CBS: DOUBLE EVERYTHING—Al Shaw, Stan Lee
MBS: NEWS TESTERS—Leonard M. Leonard

6:45
MBS: CHARIOTEERS—male quartet

7:00
NBC-Red: JELL-O PROGRAM—Jack Benny, Mary Livingstone, Kenny Baker, Don Wilson, Sam Hearn, Andy Devine, Phil Harris' orchestra
MBS: THE WOR FORUM—S. Theodore Granik

7:30
NBC-Red: INTERESTING NEIGHBORS—Jerry Belcher, interviewer
NBC-Blue: BAKER'S BROADCAST—Feg Murray, Harriet Hilliard, Ozzie Nelson's orchestra
CBS: PHIL BAKER—Beetle and Bottle, Lucille Ball, Al Garr, Bradley's orchestra
MBS: ORCHESTRA

8:00
NBC-Red: CHASE AND SANBORN PROGRAM—Don Ameche, Edgar Bergen, John Carter, Dorothy Lamour, Stroud Twins, Armbruster's orchestra
NBC-Blue: DETECTIVE SERIES
CBS: ST. LOUIS BLUES
MBS: THEIR GREATEST STORIES—dramatization

8:30
NBC-Blue: CALIFORNIA CONCERT—Gill's orchestra
CBS: LYN MURRAY'S MUSICAL GAZETTE
MBS: SAMMY KAYE'S ORCHESTRA

9:00
NBC-Red: MANHATTAN MERRY-GO-ROUND—Rachel Carlay, Pierre Le Kreeun, Donnie's orchestra
NBC-Blue: HOLLYWOOD PLAYHOUSE—Tyrone Power, guests
CBS: FORD SUNDAY EVENING HOUR
MBS: HAWAII CALLS

9:30
NBC-Red: AMERICAN ALBUM OF FAMILIAR MUSIC—Frank Munn, Jean Dickenson, Haenschen's orchestra
NBC-Blue: JERGENS PROGRAM—Walter Winchell, news commentator
MBS: THE BROWN SISTERS—trio

9:45
NBC-Blue: WELCH PRESENTS IRENE RICH—dramatization
MBS: HOLLYWOOD WHISPERS—George Fischer, commentator

10:00
NBC-Red: RISING MUSICAL STARS—Alois Havrilla, Smallens' orchestra, guests
NBC-Blue: PAUL MARTIN'S ORCHESTRA

10:30
NBC-Red: CLOTIER'S ORCHESTRA
NBC-Blue: CHEERIO—talk and music
CBS: HEADLINES AND BYLINES—news commentators
MBS: OLD FASHIONED REVIVAL

11:00
NBC-Red: PIANO DUO
NBC-Blue: PRESS-RADIO NEWS
CBS: ORCHESTRA
MBS: ORCHESTRA

11:10
NBC-Blue: ORCHESTRA
CBS: ORCHESTRA

Mondays

APRIL 4—11—18—25

MORNING

8:00
NBC-Red: MALCOLM CLAIRE—children's stories
NBC-Blue: NORSEMEN QUARTET

8:15
NBC-Red: HI BOYS
NBC-Blue: WILLIAM MEEDER—organist

8:30
NBC-Red: DO YOU REMEMBER?
CBS: FRED FEIBEL—organist

8:45
NBC-Blue: LUCILLE AND LANNY

9:00
NBC-Red: WOMEN AND NEWS
NBC-Blue: BREAKFAST CLUB—variety program
CBS: DEAR COLUMBIA—fan mail dramatizations

9:15
NBC-Red: PERSON TO PERSON—Frank Luther

9:25
CBS: PRESS-RADIO NEWS

9:30
NBC-Red: ALICE JOY—songs
CBS: THE ROAD OF LIFE—sketch

9:40
NBC-Red: PRESS-RADIO NEWS

9:45
NBC-Red: DAN HARDING'S WIFE—sketch
CBS: BACHELOR'S CHILDREN—sketch

9:55
NBC-Blue: PRESS-RADIO NEWS

10:00
NBC-Red: MRS. WIGGS OF THE CABBAGE PATCH—sketch
NBC-Blue: MARGOT OF CASTLEWOOD—sketch
CBS: PRETTY KITTY KELLY—sketch

10:15
NBC-Red: JOHN'S OTHER WIFE—sketch
NBC-Blue: AUNT JEMIMA ON THE AIR—varieties
CBS: MYRT AND MARGE—sketch

10:30
NBC-Red: JUST PLAIN BILL—sketch
NBC-Blue: ATTORNEY-AT-LAW—sketch
MBS: GET THIN TO MUSIC

10:45
NBC-Red: THE WOMAN IN WHITE—sketch
NBC-Blue: KITCHEN CAVALCADE—Crosby Gaige
CBS: MA PERKINS—sketch
MBS: BILL LEWIS—baritone

11:00
NBC-Red: DAVID HARUM—sketch
NBC-Blue: STORY OF MARY MARLIN—sketch
CBS: RUTH CARHART—songs
MBS: REMINISCING

11:15
NBC-Red: BACKSTAGE WIFE—sketch
NBC-Blue: PEPPER YOUNG'S FAMILY—sketch

11:30
NBC-Red: HOW TO BE CHARMING—sketch
NBC-Blue: VIC AND SADE—sketch
CBS: BIG SISTER—sketch
MBS: MUSICAL PROGRAM

11:45
NBC-Red: BETTY MOORE—talk on interior decoration
NBC-Blue: EDWARD MacHUGH—The Gospel Singer
CBS: AUNT JENNY'S REAL LIFE STORIES
MBS: VOCALIST

AFTERNOON

12:00 Noon
NBC-Red: GIRL ALONE—sketch
NBC-Blue: TIME FOR THOUGHT
CBS: THE RADIO COLUMNIST—Mary Margaret McBride
MBS: THE BOY AND GIRL FRIEND

12:15
NBC-Red: THE O'NEILLS—sketch
NBC-Blue: VOCALIST
MBS: RADIO GARDEN CLUB

12:30
NBC-Red: ORCHESTRA
NBC-Blue: NATIONAL FARM AND HOME HOUR — Walter Blaufuss' orchestra
CBS: ROMANCE OF HELEN TRENT—sketch
MBS: ORGAN RECITAL

12:45
CBS: OUR GAL, SUNDAY—sketch

1:00
NBC-Red: VOCALIST
CBS: BETTY AND BOB—sketch
MBS: THE HAPPY GANG

1:15
NBC-Red: ESCORTS AND BETTY
CBS: HYMNS OF ALL CHURCHES: BETTY CROCKER, cooking expert
MBS: CARSON ROBISON AND HIS BUCKAROOS

1:30
NBC-Red: WORDS AND MUSIC—Larry Larsen, Ruth Lyon, Harvey Hays
NBC-Blue: SUE BLAKE—sketch
CBS: ARNOLD GRIMM'S DAUGHTER—sketch
MBS: ORCHESTRA

1:45
NBC-Blue: JACK AND LORETTA—songs and patter
CBS: VALIANT LADY—sketch
MBS: THE VOICE OF EXPERIENCE

2:00
NBC-Red: ORCHESTRA
NBC-Blue: U. S. NAVY BAND
MBS: DON'T LOOK NOW—Lavalle and Sands, comedians, orchestra

2:15
CBS: THE O'NEILLS—sketch
MBS: WORLD TRAVELER—voice and organ

2:30
NBC-Red: RANCH BOYS
CBS: AMERICAN SCHOOL OF THE AIR—History, Exits and Entrances

2:45
NBC-Red: VOCALIST
MBS: TED MALONE'S "BETWEEN THE BOOKENDS"



Eddie Cantor

3:00
NBC-Red: PEPPER YOUNG'S FAMILY—sketch
NBC-Blue: ROCHESTER CIVIC ORCHESTRA
CBS: MANHATTAN MATINEE
MBS: GIRL MEETS BOY—duo

3:15
NBC-Red: MA PERKINS—sketch

3:30
NBC-Red: VIC AND SADE—sketch

3:45
NBC-Red: THE GUIDING LIGHT—sketch
MBS: GOOD HEALTH AND TRAINING

4:00
NBC-Red: LORENZO JONES—comedy sketch
NBC-Blue: CLUB MATINEE
CBS: COLUMBIA CONCERT HALL
MBS: ED FITZGERALD

4:15
NBC-Red: STORY OF MARY MARLIN—sketch
MBS: VOCAL DUO

4:30
NBC-Red: RUSH HUGHES—commentator
CBS: THE GOLDBERGS—sketch
MBS: JOHNSON FAMILY—sketch, with Jimmy Scribner

4:45
NBC-Red: THE ROAD OF LIFE—sketch
MBS: BOOK A WEEK—Margery Graham

5:00
NBC-Red: DICK TRACY—sketch
NBC-Blue: NEIGHBOR NELL
MBS: ORGANIST

5:10
NBC-Blue: PRESS-RADIO NEWS

5:15
NBC-Red: TERRY AND THE PIRATES—sketch
NBC-Blue: DON WINSLOW OF THE NAVY—sketch
MBS: THREE GRACES AND PIANO



Kay Thompson

5:30
NBC-Red: JACK ARMSTRONG juvenile serial
NBC-Blue: SINGING LADY—children's program
CBS: STEPMOTHER—sketch
MBS: VIRGINIA FAIR ENTERTAINS—songs

5:45
NBC-Red: LITTLE ORPHAN ANNIE—juvenile serial
NBC-Blue: TOM MIX STRAIGHT SHOOTERS — juvenile serial
CBS: HILLTOP HOUSE—dramatic serial
MBS: JOHNSON FAMILY—sketch, with Jimmy Scribner

EVENING

6:00
NBC-Red: SOLOIST
NBC-Blue: U. S. ARMY BAND
CBS: DEAR TEACHER—children's program
MBS: DANCING STRINGS

6:15
NBC-Red: TOP HATTERS ORCHESTRA
CBS: PRESS-RADIO NEWS

6:20
CBS: NEW HORIZONS

6:30
NBC-Red: PRESS-RADIO NEWS
NBC-Blue: WALTZ SERENADE
CBS: BOAKE CARTER—news commentator

6:35
NBC-Red: JOAN EDWARDS—songs
NBC-Blue: ORCHESTRA

6:45
NBC-Red: ORCHESTRA
NBC-Blue: LOWELL THOMAS—news commentator
CBS: LUM AND ABNER—sketch
MBS: ORCHESTRA

7:00
NBC-Red: AMOS 'N' ANDY—sketch
NBC-Blue: MUSIC IS MY HOBBY—guests
CBS: POETIC MELODIES—Jack Fulton, Franklyn MacCormack, orchestra
MBS: FULTON LEWIS, JR.—Washington news commentator

7:15
NBC-Red: UNCLE EZRA'S RADIO STATION—Pat Barrett



Ted Malone

NBC-Blue: THREE CHEERS
CBS: ARTHUR GODFREY

7:30
NBC-Red: SOLOIST
NBC-Blue: VOCALIST
CBS: EDDIE CANTOR'S SHOW

7:45
NBC-Red: MELODY IN RHYTHM
NBC-Blue: VOCALIST

8:00
NBC-Red: BURNS AND ALLEN—Tony Martin, Garber's orchestra
NBC-Blue: MELODY PUZZLES—Buddy Clark, Fredda Gibson, Salter's orchestra
CBS: MONDAY NIGHT SHOW—Lou Holtz, Kay Thompson, Ted Husing, Himber's orchestra.
MBS: MORTON GOULD'S ORCHESTRA

8:15
NBC-Blue: LIEDERSINGERS

8:30
NBC-Red: VOICE OF FIRESTONE—Richard Crooks, Margaret Speaks, Wallenstein's orchestra, guests
CBS: PICK AND PAT—comedy and music
MBS: RAYMOND GRAM-SWING—commentator

9:00
NBC-Red: FIBBER McGEE AND MOLLY—comedy sketch, Marian and Jim Jordan, Clark Dennis, Betty Winkler, orchestra
NBC-Blue: PHILADELPHIA ORCHESTRA — Eugene Ormandy, guests
CBS: LUX RADIO THEATRE—guests—drama, Cecil B. De Mille
MBS: ORCHESTRA

9:30
NBC-Red: HOUR OF CHARM—Phil Spitalny and his girls
MBS: MUSICAL CARTOONS—Victor Erwin's orchestra, Benay Venuta

10:00
NBC-Red: CONTENTED PROGRAM—Maria Kurenko, Opal Craven, Marek Weber's orchestra
NBC-Blue: BEHIND PRISON BARS — Warden Lewis E. Lawes
CBS: WAYNE KING'S ORCHESTRA

10:30
NBC-Red: PUBLIC HERO No. 1—dramatic sketch
NBC-Blue: NATIONAL RADIO FORUM—guest speaker
CBS: BRAVE NEW WORLD—dramatizations

10:45
MBS: HENRY WEBER'S PAGEANT OF MELODY

Tuesdays

APRIL 5—12—19—26

MORNING

8:00
NBC-Red: MALCOLM CLAIRE—children's stories
NBC-Blue: CHARIOTEERS

8:15
NBC-Red: HI BOYS
NBC-Blue: DICK LEIBERT ENSEMBLE

8:30
NBC-Red: DO YOU REMEMBER?
CBS: POETIC STRINGS

8:45
NBC-Blue: GRACE AND SCOTTY
CBS: FRED FEIBEL—organist

9:00
NBC-Red: WOMEN AND NEWS
NBC-Blue: BREAKFAST CLUB—variety program
CBS: MUSIC IN THE AIR

9:15
NBC-Red: PERSON TO PERSON—Frank Luther

9:25
CBS: PRESS-RADIO NEWS

9:30
NBC-Red: FRANCES ADAIR—songs
CBS: THE ROAD OF LIFE—sketch



Tom Slater

9:40
NBC-Red: PRESS-RADIO NEWS

9:45
NBC-Red: DAN HARDING'S WIFE—sketch
CBS: BACHELOR'S CHILDREN—sketch

9:55
NBC-Blue: PRESS-RADIO NEWS

10:00
NBC-Red: MRS. WIGGS OF THE CABBAGE PATCH—sketch
NBC-Blue: MARGOT OF CASTLEWOOD—sketch
CBS: PRETTY KITTY KELLY—sketch

10:15
NBC-Red: JOHN'S OTHER WIFE—sketch
NBC-Blue: AUNT JEMIMA ON THE AIR—varieties
CBS: MYRT AND MARGE—sketch

10:30
NBC-Red: JUST PLAIN BILL—sketch
NBC-Blue: ATTORNEY-AT-LAW—sketch
CBS: HOW TO GET THE MOST OUT OF LIFE—Emily Post
MBS: GET THIN TO MUSIC

10:45
NBC-Red: THE WOMAN IN WHITE—sketch
NBC-Blue: KITCHEN CAVALCADE—Crosby Gaige
CBS: MA PERKINS—sketch
MBS: LOUIS RICH ENTERTAINS

11:00
NBC-Red: DAVID HARUM—sketch
NBC-Blue: THE STORY OF MARY MARLIN—sketch
CBS: MARY LEE TAYLOR

11:15
NBC-Red: BACKSTAGE WIFE—sketch
NBC-Blue: PEPPER YOUNG'S FAMILY—sketch

11:30
NBC-Red: HOMEMAKERS' EXCHANGE—Eleanor Howe
NBC-Blue: VIC AND SADE—sketch
CBS: BIG SISTER—sketch

11:45
NBC-Red: MYSTERY CHEF
NBC-Blue: EDWARD MacHUGH—The Gospel Singer
CBS: AUNT JENNY'S REAL LIFE STORIES—sketch
MBS: MUSICAL PROGRAM

AFTERNOON

12:00 Noon
NBC-Red: GIRL ALONE—sketch
NBC-Blue: TIME FOR THOUGHT
CBS: THE RADIO COLUMNIST—Mary Margaret McBride
MBS: THE BOY AND GIRL FRIEND

12:15
NBC-Red: THE O'NEILLS—sketch



Lysbeth Hughes

NBC-Blue: VOCALIST

12:30
NBC-Red: VOCALIST
NBC-Blue: NATIONAL FARM AND HOME HOUR—Walter Blaufuss' orchestra
CBS: ROMANCE OF HELEN TRENT—sketch
MBS: STUDIES AND SKETCHES IN BLACK AND WHITE

12:45
NBC-Red: THREE ROMEOS
CBS: OUR GAL, SUNDAY—sketch

1:00
NBC-Red: ORCHESTRA
CBS: BETTY AND BOB—sketch
MBS: ORCHESTRA

1:15
NBC-Red: ESCORTS AND BETTY
CBS: HYMNS OF ALL CHURCHES: BETTY CROCKER, cooking expert
MBS: MICROPHONE IN THE SKY—Tom Slater, interviewer

1:30
NBC-Red: WORDS AND MUSIC—Ruth Lyon, Larry Larsen, Harvey Hays
NBC-Blue: SUE BLAKE—sketch
CBS: ARNOLD GRIMM'S DAUGHTER—sketch
MBS: ORCHESTRA

1:45
NBC-Blue: ORCHESTRA
CBS: VALIANT LADY—sketch
MBS: VOICE OF EXPERIENCE

2:00
NBC-Red: FUN IN MUSIC—Dr. Joseph E. Maddy

2:15
NBC-Blue: LET'S TALK IT OVER—June Hynd
CBS: THE O'NEILLS—sketch
MBS: REVERIES

2:30
NBC-Red: GENERAL FEDERATION OF WOMEN'S CLUBS
NBC-Blue: NBC MUSIC GUILD
CBS: AMERICAN SCHOOL OF THE AIR—Literature and Music

2:45
NBC-Red: ARMCHAIR QUARTET
MBS: MUSIC FOR THE SCHOOL

3:00
NBC-Red: PEPPER YOUNG'S FAMILY—sketch
NBC-Blue: U. S. MARINE BAND
MBS: LEN SALVO—organist

3:15
NBC-Red: MA PERKINS—sketch
MBS: JEAN KING—vocalist

3:30
NBC-Red: VIC AND SADE—sketch
CBS: HOLLACE SHAW—songs

3:45
NBC-Red: THE GUIDING LIGHT—sketch
MBS: GOOD HEALTH AND TRAINING

4:00
NBC-Red: LORENZO JONES—comedy sketch
NBC-Blue: CLUB MATINEE—variety program
CBS: ACADEMY OF MEDICINE
MBS: ED FITZGERALD

4:15
NBC-Red: THE STORY OF MARY MARLIN—sketch
MBS: SONGLAND

4:30
NBC-Red: RUSH HUGHES—commentator
CBS: THE GOLDBERGS—sketch
MBS: JOHNSON FAMILY—sketch, with Jimmy Scribner

4:45
NBC-Red: THE ROAD OF LIFE—sketch
CBS: CURRENT QUESTIONS BEFORE THE HOUSE
MBS: BOOK A WEEK—Margery Graham

5:00
NBC-Red: DICK TRACY—sketch
NBC-Blue: THE FOUR OF US
MBS: ORGANIST

5:10
NBC-Blue: PRESS-RADIO NEWS

5:15
NBC-Red: TERRY AND THE PIRATES—sketch
NBC-Blue: DON WINSLOW OF THE NAVY—sketch
MBS: HAROLD TURNER—pianist

5:30
NBC-Red: JACK ARMSTRONG—juvenile serial
NBC-Blue: SINGING LADY—children's program
CBS: STEPMOTHER—sketch
MBS: ALICE IN WONDERLAND—dramatization

5:45
NBC-Red: LITTLE ORPHAN ANNIE—juvenile serial
NBC-Blue: TOM MIX STRAIGHT SHOOTERS—juvenile serial
CBS: HILLTOP HOUSE—dramatic serial
MBS: JOHNSON FAMILY—sketch, with Jimmy Scribner

EVENING

6:00
NBC-Red: SCIENCE IN THE NEWS
NBC-Blue: ORCHESTRA
CBS: LET'S PRETEND
MBS: MUSICAL PROGRAM

6:15
NBC-Red: VOCALIST
MBS: LEN SALVO—organist

6:30
NBC-Red: PRESS-RADIO NEWS
NBC-Blue: VOCALIST
CBS: BOAKE CARTER—news commentator

6:35
NBC-Red: ORCHESTRA
NBC-Blue: SOLOIST

6:45
NBC-Blue: LOWELL THOMAS—news commentator

CBS: SELECTIONS FROM LIGHT OPERAS
MBS: ORCHESTRA

7:00
NBC-Red: AMOS 'N' ANDY—sketch
NBC-Blue: EASY ACES—comedy sketch
CBS: POETIC MELODIES—Jack Fulton, Franklyn MacCormack, Kelsey's orchestra
MBS: FULTON LEWIS, JR.—Washington news commentator

7:15
NBC-Red: VOCAL VARIETIES—choral singing
NBC-Blue: MR. KEEN, TRACER OF LOST PERSONS—dramatic serial
CBS: HOLLYWOOD SCREEN-SCOOPS—George McCall
MBS: ORCHESTRA

7:30
NBC-Red: DICK GASPERRE'S ORCHESTRA
NBC-Blue: PEOPLE IN THE NEWS—Dorothy Thompson, commentator
CBS: SECOND HUSBAND—serial, Helen Menken
MBS: HEADLINES—news dramatization

7:45
NBC-Blue: VIVIEN DELLA CHIESA—mezzo-soprano



Dale Carnegie

8:00
NBC-Red: JOHNNY PRESENTS RUSS MORGAN AND HIS ORCHESTRA
NBC-Blue: THOSE WE LOVE—dramatic serial, Nan Grey
CBS: BIG TOWN—Edward G. Robinson, Claire Trevor, dramatization

8:30
NBC-Red: LADY ESTHER SERENADE—Wayne King's orchestra
NBC-Blue: EDGAR GUEST In "IT CAN BE DONE"—Masters' orchestra
CBS: AL JOLSON—Martha Raye, Parkyakarkus, Victor Young's orchestra, guests

8:45
MBS: MUSICAL PROGRAM

9:00
NBC-Red: VOX POP—Parks Johnson, Wallace Butterworth
NBC-Blue: HORACE HEIDT AND HIS ALEMITE BRIGADIERS—Lysbeth Hughes, Yvonne King
CBS: WATCH THE FUN GO BY—Al Pearce, Nick Lucas, Hoff's orchestra
MBS: ORCHESTRA

9:30
NBC-Blue: ALIAS JIMMY VALENTINE—dramatic sketch
CBS: BENNY GOODMAN'S SWING SCHOOL
MBS: THE WITCH'S TALE—Alonzo Deen Cole, Marie O'Flynn

10:00
NBC-Blue: NBC JAMBOREE
MBS: HOUR OF ROMANCE—Eddy Duchin's orchestra

10:30
NBC-Red: JIMMIE FIDLER'S HOLLYWOOD GOSSIP
CBS: HOWARD PHILLIPS—baritone
MBS: ORCHESTRA

10:45
NBC-Red: DALE CARNEGIE—How to Win Friends and Influence People

11:00
NBC-Red: DANCE MUSIC
NBC-Blue: DANCE MUSIC
CBS: DANCE MUSIC
MBS: DEVELOPMENT OF MUSIC

Wednesdays

APRIL 6—13—20—27

MORNING

8:00
NBC-Red: MALCOLM CLAIRE—children's stories
NBC-Blue: FOUR SHOWMEN—quartet

8:15
NBC-Red: HI BOYS
NBC-Blue: WILLIAM MEEDER—organist

8:30
NBC-Red: DO YOU REMEMBER?
CBS: GREENFIELD VILLAGE CHAPEL

8:45
NBC-Blue: LUCILLE AND LANNY
CBS: METROPOLITAN PARADE

9:00
NBC-Red: WOMEN AND NEWS
NBC-Blue: BREAKFAST CLUB—variety program

9:15
NBC-Red: PERSON TO PERSON—Frank Luther
CBS: MADISON ENSEMBLE

9:25
CBS: PRESS-RADIO NEWS

9:30
NBC-Red: ALICE JOY—songs
CBS: THE ROAD OF LIFE—sketch

9:40
NBC-Red: PRESS-RADIO NEWS

9:45
NBC-Red: DAN HARDING'S WIFE—sketch
CBS: BACHELOR'S CHILDREN—sketch

9:55
NBC-Blue: PRESS-RADIO NEWS

10:00
NBC-Red: MRS. WIGGS OF THE CABBAGE PATCH—sketch
NBC-Blue: MARGOT OF CASTLEWOOD—sketch
CBS: PRETTY KITTY KELLY—sketch

10:15
NBC-Red: JOHN'S OTHER WIFE—sketch
NBC-Blue: AUNT JEMIMA ON THE AIR—varieties
CBS: MYRT AND MARGE—sketch



Nan Wynn

10:30
NBC-Red: JUST PLAIN BILL—sketch
NBC-Blue: ATTORNEY-AT-LAW—sketch
MBS: GET THIN TO MUSIC

10:45
NBC-Red: THE WOMAN IN WHITE—sketch
NBC-Blue: KITCHEN CAVALCADE—Crosby Gaige
CBS: MA PERKINS—sketch
MBS: ORGAN RECITAL

11:00
NBC-Red: DAVID HARUM—sketch
NBC-Blue: THE STORY OF MARY MARLIN—sketch
CBS: LARRY VINCENT AND THE STEWART SISTERS

11:15
NBC-Red: BACKSTAGE WIFE—sketch
NBC-Blue: PEPPER YOUNG'S FAMILY—sketch

11:30
NBC-Red: HOW TO BE CHARMING—sketch
NBC-Blue: VIC AND SADE—sketch
CBS: BIG SISTER—sketch

11:45
NBC-Red: HELLO PEGGY—sketch
NBC-Blue: EDWARD MacHUGH—The Gospel Singer
CBS: AUNT JENNY'S REAL LIFE STORIES—sketch
MBS: ELINOR SHERRY—songs

AFTERNOON

12:00 Noon
NBC-Red: GIRL ALONE—sketch
NBC-Blue: TIME FOR THOUGHT
CBS: THE RADIO COLUMNIST—Mary Margaret McBride
MBS: THE BOY AND GIRL FRIEND

12:15
NBC-Red: THE O'NEILLS—sketch
NBC-Blue: KIDOODLERS
MBS: RAOUL NADEAU—baritone

12:30
NBC-Red: CAMPUS KIDS
NBC-Blue: NATIONAL FARM AND HOME HOUR—Walter Blaufuss' orchestra
CBS: ROMANCE OF HELEN TRENT—sketch
MBS: ORGAN RECITAL

12:45
NBC-Red: ORCHESTRA
CBS: OUR GAL, SUNDAY—sketch

1:00
CBS: BETTY AND BOB—sketch
MBS: THE HAPPY GANG

1:15
NBC-Red: ESCORTS AND BETTY
CBS: HYMNS OF ALL CHURCHES: BETTY CROCKER, cooking expert
MBS: CARSON ROBISON AND HIS BUCKAROOS



Mario Cozzi

1:30
NBC-Red: WORDS AND MUSIC—Ruth Lyon, Larry Larsen, Harvey Hays
NBC-Blue: SUE BLAKE—sketch
CBS: ARNOLD GRIMM'S DAUGHTER—sketch
MBS: ORCHESTRA

1:45
NBC-Blue: JACK AND LORETTA—songs and patter
CBS: VALIANT LADY—sketch
MBS: VOICE OF EXPERIENCE

2:00
NBC-Red: YOUR HEALTH—talk, dramatization
NBC-Blue: SWINGTIME TRIO
MBS: DON'T LOOK NOW—Lavalle and Sands, comedians, orchestra

2:15
NBC-Blue: LET'S TALK IT OVER—Alma Kitchell
CBS: THE O'NEILLS—sketch
MBS: REVERIES

2:30
NBC-Red: BREVITY MATINEE
NBC-Blue: WALTZ FAVORITES
CBS: AMERICAN SCHOOL OF THE AIR—Geography
MBS: STUDIES AND SKETCHES IN BLACK AND WHITE

2:45
MBS: TED MALONE'S "BETWEEN THE BOOKENDS"

3:00
NBC-Red: PEPPER YOUNG'S FAMILY—sketch
NBC-Blue: CONTINENTAL VARIETIES—Stopak's orchestra
CBS: ALL HANDS ON DECK
MBS: MUSICAL PROGRAM

3:15
NBC-Red: MA PERKINS—sketch

3:30
NBC-Red: VIC AND SADE—sketch
NBC-Blue: LITTLE VARIETY SHOW
CBS: DEEP RIVER BOYS

3:45
NBC-Red: THE GUIDING LIGHT—sketch
CBS: CURTIS INSTITUTE OF MUSIC
MBS: GOOD HEALTH AND TRAINING

4:00
NBC-Red: LORENZO JONES—comedy sketch
NBC-Blue: CLUB MATINEE—variety program
MBS: ED FITZGERALD

4:15
NBC-Red: THE STORY OF MARY MARLIN—sketch
MBS: VOCAL DUO

4:30
NBC-Red: RUSH HUGHES—commentator
NBC-Blue: NATIONAL CONGRESS OF PARENTS' AND TEACHERS' ASSOCIATION
CBS: THE GOLDBERGS—sketch
MBS: JOHNSON FAMILY—sketch, with Jimmy Scribner

4:45
NBC-Red: THE ROAD OF LIFE—sketch
MBS: BOOK A WEEK—Margery Graham

5:00
NBC-Red: DICK TRACY—sketch
NBC-Blue: NEIGHBOR NELL
MBS: VOCALIST

5:10
NBC-Blue: PRESS-RADIO NEWS

5:15
NBC-Red: TERRY AND THE PIRATES—sketch
NBC-Blue: DON WINSLOW OF THE NAVY—sketch
MBS: PIANIST

5:30
NBC-Red: JACK ARMSTRONG—juvenile serial
NBC-Blue: SINGING LADY—children's program
CBS: STEPMOTHER—sketch

5:45
NBC-Red: LITTLE ORPHAN ANNIE—juvenile serial
NBC-Blue: TOM MIX STRAIGHT SHOOTERS—juvenile serial
CBS: HILLTOP HOUSE—dramatic serial
MBS: JOHNSON FAMILY—sketch, with Jimmy Scribner

EVENING

6:00
NBC-Red: AMERICA'S SCHOOLS
NBC-Blue: ORCHESTRA
CBS: DEAR TEACHER—children's program
MBS: ORCHESTRA

6:15
NBC-Red: TOP HATTERS ORCHESTRA
CBS: PRESS-RADIO NEWS

6:30
NBC-Red: PRESS-RADIO NEWS
NBC-Blue: ORGANIST
CBS: BOAKE CARTER—news commentator

6:35
NBC-Red: ORCHESTRA
NBC-Blue: VOCALIST

6:45
NBC-Red: VOCALIST
NBC-Blue: LOWELL THOMAS—news commentator
CBS: LUM AND ABNER—comedy sketch

7:00
NBC-Red: AMOS 'N' ANDY—sketch
NBC-Blue: EASY ACES—comedy sketch
CBS: POETIC MELODIES—Jack Fulton, Franklyn MacCormack, orchestra
MBS: FULTON LEWIS, JR.—Washington news commentator

7:15
NBC-Red: UNCLE EZRA'S RADIO STATION—Pat Barrett
NBC-Blue: MR. KEEN, TRACER OF LOST PERSONS—dramatic serial
CBS: HOBBY LOBBY—David Elman
MBS: ORCHESTRA

7:30
NBC-Red: HENDRIK WILLEM VAN LOON—talk
NBC-Blue: MARIO COZZI—baritone

7:45
NBC-Red: CHEER UP, AMERICA—Henry Burbig, Ray Murray, Frank Novak's orchestra
NBC-Blue: SCIENCE ON THE MARCH
CBS: ADULT EDUCATION PROGRAM

8:00
NBC-Red: ONE MAN'S FAMILY—sketch
NBC-Blue: ROY SHIELD'S REVUE
CBS: CAVALCADE OF AMERICA—guests, Voorhees' orchestra
MBS: U. S. MARINE BAND

8:30
NBC-Red: RALEIGH AND KOOL SHOW—Tommy Dorsey's orchestra, Edythe Wright, Jack Leonard, Paul Stewart
NBC-Blue: HARRIET PARSONS—Hollywood commentator
MBS: JAZZ NOCTURNE—Helene Daniels, Stanley's orchestra

8:45
NBC-Blue: JIMMY KEMPER—song stories



Grace Moore

9:00
NBC-Red: TOWN HALL TONIGHT—Fred Allen, Portland Hoffa, Van Steeden's orchestra
NBC-Blue: CLEVELAND SYMPHONY ORCHESTRA
CBS: GRACE MOORE—Kostelanetz' orchestra, Deems Taylor, guests
MBS: ORCHESTRA

9:30
CBS: BEN BERNIE—Lew Lehr, Buddy Clark, Jane Pickens
MBS: LET'S VISIT—Dave Driscoll, Jerry Danzig

10:00
NBC-Blue: CHOIR SYMPHONETTE
CBS: GANG BUSTERS—crime dramatizations, Col. H. Norman Schwartzkopf
MBS: ORCHESTRA

10:15
NBC-Blue: SOLOIST

10:30
NBC-Blue: NBC MINSTREL SHOW—Gene Arnold, orchestra
CBS: NAN WYNN—songs
MBS: ORCHESTRA

11:00
NBC-Red: DANCE MUSIC
NBC-Blue: DANCE MUSIC
CBS: DANCE MUSIC
MBS: ORCHESTRA

Thursdays

APRIL 7—14—21—28

MORNING

8:00
NBC-Red: MALCOLM CLAIRE—children's stories
NBC-Blue: SOUTHERNAIRES

8:15
NBC-Red: HI BOYS
NBC-Blue: DICK LEIBERT ENSEMBLE

8:30
NBC-Red: DO YOU REMEMBER?
CBS: POETIC STRINGS

8:45
NBC-Blue: GRACE AND SCOTTY

9:00
NBC-Red: WOMEN AND NEWS
NBC-Blue: BREAKFAST CLUB—variety program
CBS: AS YOU LIKE IT

9:15
NBC-Red: PERSON TO PERSON—Frank Luther

9:25
CBS: PRESS-RADIO NEWS

9:30
NBC-Red: FRANCES ADAIR—songs
CBS: THE ROAD OF LIFE—sketch

9:40
NBC-Red: PRESS-RADIO NEWS

9:45
NBC-Red: DAN HARDING'S WIFE—sketch
CBS: BACHELOR'S CHILDREN—sketch

9:55
NBC-Blue: PRESS-RADIO NEWS

10:00
NBC-Red: MRS. WIGGS OF THE CABBAGE PATCH—sketch
NBC-Blue: MARGOT OF CASTLEWOOD—sketch
CBS: PRETTY KITTY KELLY—sketch

10:15
NBC-Red: JOHN'S OTHER WIFE—sketch
NBC-Blue: AUNT JEMIMA ON THE AIR—varieties
CBS: MYRT AND MARGE—sketch

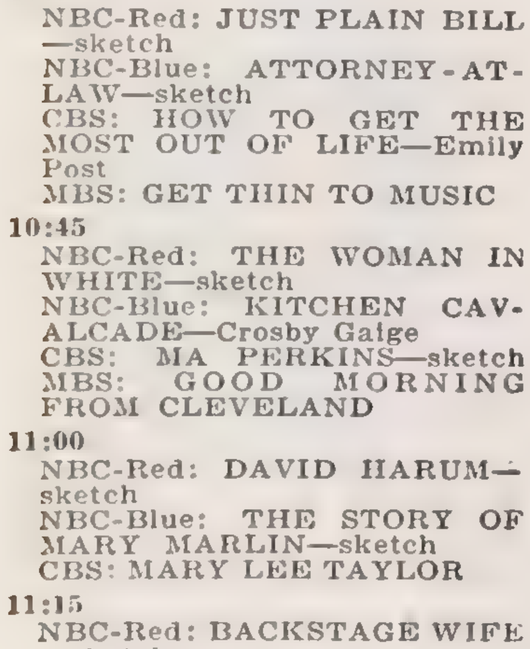
10:30
NBC-Red: JUST PLAIN BILL—sketch
NBC-Blue: ATTORNEY-AT-LAW—sketch
CBS: HOW TO GET THE MOST OUT OF LIFE—Emily Post
MBS: GET THIN TO MUSIC

10:45
NBC-Red: THE WOMAN IN WHITE—sketch
NBC-Blue: KITCHEN CAVALCADE—Crosby Gaige
CBS: MA PERKINS—sketch
MBS: GOOD MORNING FROM CLEVELAND

11:00
NBC-Red: DAVID HARUM—sketch
NBC-Blue: THE STORY OF MARY MARLIN—sketch
CBS: MARY LEE TAYLOR

11:15
NBC-Red: BACKSTAGE WIFE—sketch
NBC-Blue: PEPPER YOUNG'S FAMILY—sketch

11:30
NBC-Red: HOMEMAKERS EXCHANGE—Eleanor Howe
NBC-Blue: VIC AND SADE—comedy sketch
CBS: BIG SISTER—sketch



Eleanor Howe

11:45
NBC-Red: THE MYSTERY CHEF
NBC-Blue: EDWARD MacHUGH—The Gospel Singer
CBS: AUNT JENNY'S REAL LIFE STORIES—sketch
MBS: VOCALIST

AFTERNOON

12:00 Noon
NBC-Red: GIRL ALONE—sketch
NBC-Blue: TIME FOR THOUGHT
CBS: THE RADIO COLUMNIST—Mary Margaret McBride
MBS: THE BOY AND GIRL FRIEND

12:15
NBC-Red: THE O'NEILLS—sketch
NBC-Blue: VOCALIST

12:30
NBC-Red: AL AND LEE REISER—piano duo
NBC-Blue: NATIONAL FARM AND HOME HOUR—Walter Blaufuss' orchestra
CBS: ROMANCE OF HELEN TRENT—sketch

12:45
NBC-Red: CONCERT ENSEMBLE
CBS: OUR GAL, SUNDAY—sketch

1:00
NBC-Red: ORCHESTRA
CBS: BETTY AND BOB—sketch
MBS: THE HAPPY GANG

1:15
NBC-Red: ESCORTS AND BETTY
CBS: HYMNS OF ALL CHURCHES: BETTY CROCKER, cooking expert
MBS: MICROPHONE IN THE SKY—Tom Slater, interviewer

1:30
NBC-Red: WORDS AND MUSIC—Ruth Lyon, Larry Larsen, Harvey Hays
NBC-Blue: SUE BLAKE—sketch
CBS: ARNOLD GRIMM'S DAUGHTER—sketch
MBS: ORCHESTRA

1:45
NBC-Blue: VOCALIST
CBS: VALIANT LADY—sketch
MBS: VOICE OF EXPERIENCE

2:00
NBC-Red: NBC MUSIC GUILD
NBC-Blue: RANCH BOYS
CBS: LYRIC SERENADE



Lud Gluskin

2:15
NBC-Blue: LET'S TALK IT OVER—Lisa Sergio
CBS: THE O'NEILLS—sketch
MBS: REVERIES

2:30
NBC-Red: VOCALIST
NBC-Blue: DOT AND PAT
CBS: AMERICAN SCHOOL OF THE AIR—primary music and literature

2:45
NBC-Red: ARMCHAIR QUARTET
NBC-Blue: VOCALIST
MBS: TED MALONE'S "BETWEEN THE BOOKENDS"

3:00
NBC-Red: PEPPER YOUNG'S FAMILY—sketch
NBC-Blue: PIANIST
CBS: RAY BLOCK'S VARIETIES
MBS: ORGANIST

3:15
NBC-Red: MA PERKINS—sketch
NBC-Blue: EASTMAN SCHOOL OF MUSIC

3:30
NBC-Red: VIC AND SADE—comedy sketch
CBS: U. S. ARMY BAND

3:45
NBC-Red: THE GUIDING LIGHT—sketch
MBS: GOOD HEALTH AND TRAINING

4:00
NBC-Red: LORENZO JONES—comedy sketch
NBC-Blue: CLUB MATINEE—variety program
CBS: SCIENCE SERVICE SERIES
MBS: ED FITZGERALD

4:15
NBC-Red: THE STORY OF MARY MARLIN—sketch
CBS: ETON BOYS
MBS: SONGLAND

4:30
NBC-Red: RUSH HUGHES—commentator
CBS: THE GOLDBERGS—sketch
MBS: JOHNSON FAMILY—sketch, with Jimmy Scribner

4:45
NBC-Red: THE ROAD OF LIFE—sketch
CBS: DANCE TIME
MBS: BOOK A WEEK—Margery Graham

5:00
NBC-Red: DICK TRACY—sketch
NBC-Blue: FOUR OF US

5:10
NBC-Blue: PRESS-RADIO NEWS

5:15
NBC-Red: BENNO RABINOFF—violinist
NBC-Blue: DON WINSLOW OF THE NAVY—sketch
MBS: ORGAN RECITAL

5:30
NBC-Red: JACK ARMSTRONG—juvenile serial
NBC-Blue: SINGING LADY—children's program
CBS: STEPMOTHER—sketch
MBS: ALICE IN WONDERLAND—dramatization

5:45
NBC-Red: LITTLE ORPHAN ANNIE—juvenile serial
NBC-Blue: TOM MIX STRAIGHT SHOOTERS—juvenile serial
CBS: HILLTOP HOUSE—dramatic serial
MBS: JOHNSON FAMILY—sketch, with Jimmy Scribner

EVENING

6:00
NBC-Red: GEORGE R. HOLMES—Washington commentator
NBC-Blue: ORCHESTRA
CBS: LET'S PRETEND
MBS: ORCHESTRA

6:15
NBC-Red: ORCHESTRA
MBS: HAROLD TURNER—pianist

6:30
NBC-Red: PRESS-RADIO NEWS
NBC-Blue: ORGANIST
CBS: BOAKE CARTER—news commentator

6:35
NBC-Red: JOAN EDWARDS—songs
NBC-Blue: TUNE TWISTERS

6:45
NBC-Red: ORCHESTRA
NBC-Blue: LOWELL THOMAS—news commentator
MBS: RADIE HARRIS—Hollywood commentator

7:00
NBC-Red: AMOS 'N' ANDY—sketch
NBC-Blue: EASY ACES—comedy sketch
CBS: POETIC MELODIES—Jack Fulton, Franklyn MacCormack, orchestra
MBS: FULTON LEWIS, JR.—Washington news commentator

7:15
NBC-Red: VOCAL VARIETIES—choral singing
NBC-Blue: MR. KEEN, TRACER OF LOST PERSONS—dramatic serial
CBS: HOLLYWOOD SCREEN-SCOOPS—George McCall
MBS: ORCHESTRA

7:30
NBC-Red: THROUGH THE YEARS
NBC-Blue: ORCHESTRA
CBS: WE, THE PEOPLE—Gabriel Heatter
MBS: HEADLINES—news dramatization

7:45
MBS: ORCHESTRA

8:00
NBC-Red: ROYAL GELATIN PROGRAM — Rudy Vallee guests
NBC-Blue: MARCH OF TIME—news dramatizations
CBS: KATE SMITH—Ted Collins, Miller's orchestra
MBS: ALFRED WALLENSTEIN'S SINFONIETTA



Ruth Carhart

8:30
NBC-Blue: VOCALIST
MBS: SAMMY KAYE'S ORCHESTRA

8:45
NBC-Blue: MILESTONES IN AMERICAN MUSIC—Rochester Philharmonic Orchestra

9:00
NBC-Red: GOOD NEWS OF 1938—M-G-M stars, Willson's orchestra
CBS: MAJOR BOWES' AMATEUR HOUR

9:30
NBC-Blue: AMERICA'S TOWN MEETING OF THE AIR—speakers
MBS: ORCHESTRA

10:00
NBC-Red: KRAFT MUSIC HALL — Bing Crosby, Bob Burns, Trotter's orchestra, guests
CBS: ESSAYS IN MUSIC—Victor Bay's orchestra, Margaret Daum, Ruth Carhart, David Ross
MBS: HOLLYWOOD SERENADE

10:30
NBC-Blue: NBC NIGHT CLUB—Ransom Sherman, Kogen's orchestra
CBS: HOLLYWOOD SHOWCASE—Lud Gluskin's orchestra, guests
MBS: HENRY WEBER'S MUSICAL REVUE

11:00
NBC-Red: DANCE MUSIC
NBC-Blue: ORCHESTRA
CBS: CAB CALLOWAY'S ORCHESTRA

11:15
NBC-Blue: ELZA SCHALLERT REVIEWS — previews, guests
MBS: THEATRE DIGEST

Fridays

APRIL 1—8—15—22—29

MORNING

8:00
NBC-Red: MALCOLM CLAIRE—children's stories
NBC-Blue: FOUR SHOWMEN—quartet

8:15
NBC-Red: HI BOYS
NBC-Blue: WILLIAM MEEDER—organist

8:30
NBC-Red: DO YOU REMEMBER?
CBS: FRED FEIBEL—organist

8:45
NBC-Blue: LUCILLE AND LANNY

9:00
NBC-Red: WOMEN AND NEWS
NBC-Blue: BREAKFAST CLUB—variety program
CBS: METROPOLITAN PARADE

9:15
NBC-Red: PERSON TO PERSON—Frank Luther

9:25
CBS: PRESS-RADIO NEWS

9:30
NBC-Red: ALICE JOY—songs
CBS: THE ROAD OF LIFE—sketch

9:40
NBC-Red: PRESS-RADIO NEWS

9:45
NBC-Red: DAN HARDING'S WIFE—sketch
CBS: BACHELOR'S CHILDREN—sketch

9:55
NBC-Blue: PRESS-RADIO NEWS

10:00
NBC-Red: MRS. WIGGS OF THE CABBAGE PATCH—sketch



Marge of "Myrt and Marge"

NBC-Blue: MARGOT OF CASTLEWOOD—sketch
CBS: PRETTY KITTY KELLY—sketch

10:15
NBC-Red: JOHN'S OTHER WIFE—sketch
NBC-Blue: AUNT JEMIMA ON THE AIR—varieties
CBS: MYRT AND MARGE—sketch

10:30
NBC-Red: JUST PLAIN BILL—sketch
NBC-Blue: ATTORNEY-AT-LAW—sketch
MBS: GET THIN TO MUSIC

10:45
NBC-Red: THE WOMAN IN WHITE—sketch
NBC-Blue: KITCHEN CAVALCADE—Crosby Gaige
CBS: MA PERKINS—sketch
MBS: ORGAN RECITAL

11:00
NBC-Red: DAVID HARUM—sketch
NBC-Blue: THE STORY OF MARY MARLIN—sketch
CBS: RUTH CARHART—songs
MBS: REMINISCING

11:15
NBC-Red: BACKSTAGE WIFE—sketch
NBC-Blue: PEPPER YOUNG'S FAMILY—sketch

11:30
NBC-Red: HOW TO BE CHARMING—sketch
NBC-Blue: VIC AND SADE—sketch
CBS: BIG SISTER—sketch

11:45
NBC-Red: HELLO PEGGY—sketch
NBC-Blue: EDWARD MacHUGH—The Gospel Singer
CBS: AUNT JENNY'S REAL LIFE STORIES—sketch
MBS: VOCALIST

AFTERNOON

12:00 Noon
NBC-Red: GIRL ALONE—sketch
NBC-Blue: TIME FOR THOUGHT
CBS: THE RADIO COLUMNIST—Mary Margaret McBride
MBS: THE BOY AND GIRL FRIEND

12:15
NBC-Red: THE O'NEILLS—sketch
NBC-Blue: VOCALIST
MBS: RADIO GARDEN CLUB

12:30
NBC-Red: ORCHESTRA
NBC-Blue: NATIONAL FARM AND HOME HOUR—Walter Blaufuss' orchestra
CBS: ROMANCE OF HELEN TRENT—sketch
MBS: STUDIES AND SKETCHES IN BLACK AND WHITE

12:45
CBS: OUR GAL, SUNDAY—sketch

1:00
CBS: BETTY AND BOB—sketch
MBS: THE HAPPY GANG

1:15
NBC-Red: ESCORTS AND BETTY
CBS: BETTY CROCKER—cooking expert
MBS: CARSON ROBISON AND HIS BUCKAROOS

1:30
NBC-Red: WORDS AND MUSIC—Larry Larsen, Ruth Lyon, Harvey Hays
NBC-Blue: SUE BLAKE—sketch
CBS: ARNOLD GRIMM'S DAUGHTER—sketch
MBS: ORCHESTRA

1:45
NBC-Blue: JACK AND LORETTA—songs and patter
CBS: VALIANT LADY—sketch
MBS: VOICE OF EXPERIENCE

2:00
NBC-Red and NBC-Blue: NBC MUSIC APPRECIATION HOUR—Dr. Walter Damrosch
MBS: DON'T LOOK NOW—Lavalle and Sands, comedians, orchestra

2:15
CBS: THE O'NEILLS—sketch

2:30
CBS: AMERICAN SCHOOL OF THE AIR — Vocational Guidance; Science Club of the Air
MBS: WORLD TRAVELER—voice and organ

2:45
MBS: TED MALONE'S "BETWEEN THE BOOKENDS"

3:00
NBC-Red: PEPPER YOUNG'S FAMILY—sketch
NBC-Blue: RADIO GUILD—dramatization
CBS: U. S. MARINE BAND

3:15
NBC-Red: MA PERKINS—sketch

3:30
NBC-Red: VIC AND SADE—sketch
CBS: CURRENT QUESTIONS BEFORE THE SENATE

3:45
NBC-Red: THE GUIDING LIGHT—sketch
CBS: DEEP RIVER BOYS
MBS: GOOD HEALTH AND TRAINING



Rush Hughes

4:00
NBC-Red: LORENZO JONES—comedy sketch
NBC-Blue: CLUB MATINEE—variety program
CBS: MUSIC FROM THE GOLD COAST
MBS: ED FITZGERALD

4:15
NBC-Red: THE STORY OF MARY MARLIN—sketch
MBS: BLACK ON WHITE

4:30
NBC-Red: RUSH HUGHES—commentator
CBS: THE GOLDBERGS—sketch
MBS: JOHNSON FAMILY—sketch, with Jimmy Scribner

4:45
NBC-Red: THE ROAD OF LIFE—sketch
MBS: BOOK A WEEK—Margery Graham

5:00
NBC-Red: DICK TRACY—sketch
NBC-Blue: NEIGHBOR NELL
MBS: ORCHESTRA

5:10
NBC-Blue: PRESS-RADIO NEWS

5:15
NBC-Red: VOCALIST
NBC-Blue: DON WINSLOW OF THE NAVY—sketch

5:30
NBC-Red: JACK ARMSTRONG—juvenile serial
NBC-Blue: ORCHESTRA
CBS: STEPMOTHER—sketch

5:45
NBC-Red: LITTLE ORPHAN ANNIE—juvenile serial
NBC-Blue: TOM MIX STRAIGHT SHOOTERS—juvenile serial
CBS: HILLTOP HOUSE—dramatic serial
MBS: JOHNSON FAMILY—sketch, with Jimmy Scribner

EVENING

6:00
NBC-Red: EDUCATION IN THE NEWS—dramatization
NBC-Blue: ORCHESTRA
CBS: PRESS-RADIO NEWS

6:05
CBS: MUSIC FOR FUN—Howard Barlow's orchestra

6:15
NBC-Red: RHYTHMAIRES

6:30
NBC-Red: PRESS-RADIO NEWS
NBC-Blue: ORGANIST
CBS: BOAKE CARTER—news commentator

6:35
NBC-Red: PIANO TIME—guest pianists
NBC-Blue: SOLOIST

6:45
NBC-Red: ORCHESTRA
NBC-Blue: LOWELL THOMAS—news commentator



Irene Noblette

CBS: LUM AND ABNER—sketch
MBS: MUSICAL PROGRAM

7:00
NBC-Red: AMOS 'N' ANDY—sketch
NBC-Blue: MARY SMALL—songs
CBS: POETIC MELODIES—Jack Fulton, Franklyn MacCormack, orchestra
MBS: FULTON LEWIS, JR.—Washington news commentator

7:15
NBC-Red: UNCLE EZRA'S RADIO STATION—Pat Barrett
NBC-Blue: STORY BEHIND THE HEADLINES—Caesar Searchinger
CBS: ARTHUR GODFREY
MBS: ORCHESTRA

7:30
NBC-Red: HENDRIK WILLEM VAN LOON—talk
NBC-Blue: DINNER CONCERT
CBS: HOLLACE SHAW—songs

7:45
NBC-Red: BUGHOUSE RHYTHM
NBC-Blue: VOCALIST

8:00
NBC-Red: CITIES SERVICE CONCERT—Lucille Manners, Frank Black's orchestra
NBC-Blue: GRAND CENTRAL STATION—dramatic sketch
MBS: STUDIES IN CONTRAST—Ernie Fiorito's orchestra, Sylvia Froos

8:30
NBC-Blue: DEATH VALLEY DAYS—dramatization
CBS: PAUL WHITEMAN'S ORCHESTRA
MBS—TOPICS OF THE DAY—Gerald Barry

9:00
NBC-Red: WALTZ TIME—Frank Munn, Lyman's orchestra
NBC-Blue: ROYAL CROWN REVUE—Tim and Irene, Uncle Happy, Graham McNamee, Fredda Gibson, George Olsen's orchestra
CBS: HOLLYWOOD HOTEL—Louella Parsons, Frances Langford, Jerry Cooper, Anne Jamison, Ken Murray, Oswald, Paige's orchestra

9:30
NBC-Red: A. L. ALEXANDER'S TRUE STORIES—dramatization
NBC-Blue: NBC SPELLING BEE—Paul Wing
MBS: BAMBERGER SYMPHONY ORCHESTRA

10:00
NBC-Red: FIRST NIGHTER—dramatization, Les Tremayne, Barbara Luddy
NBC-Blue: PAUL MARTIN'S ORCHESTRA
CBS: COCA-COLA SONGSHOP Reed Kennedy, Alice Cornett Haenschen's orchestra
MBS: TWENTY YEARS AGO AND TODAY—news dramatization

10:30
NBC-Red: JIMMIE FIDLER'S HOLLYWOOD GOSSIP

10:45
NBC-Red: PEOPLE IN THE NEWS—Dorothy Thompson, commentator

11:00
NBC-Red: DANCE MUSIC
NBC-Blue: ORCHESTRA
CBS: DANCE MUSIC
MBS: DANCE MUSIC

Saturdays

APRIL 2—9—16—23—30



Professor Quiz



"Uncle Jim" McWilliams

MORNING

8:00

NBC-Red: MALCOLM CLAIRE—children's stories
NBC-Blue: SOUTHERNAIRES

8:15

NBC-Red: HI BOYS
NBC-Blue: DICK LEIBERT ENSEMBLE

8:30

NBC-Red: DO YOU REMEMBER?
CBS: JACK SHANNON—songs

8:45

NBC-Blue: JACK AND LORETTA
CBS: VIOLINIST

9:00

NBC-Red: THE WISE MAN
NBC-Blue: BREAKFAST CLUB—variety program
CBS: RAY BLOCK—pianist

9:15

NBC-Red: SUNSHINE EXPRESS
CBS: ETON BOYS

9:30

CBS: FIDDLER'S FANCY

9:40

NBC-Red: PRESS-RADIO NEWS

9:45

NBC-Red: LANDT TRIO

9:55

NBC-Blue: PRESS-RADIO NEWS
CBS: PRESS-RADIO NEWS

10:00

NBC-Red: VOCALIST
NBC-Blue: SWEETHEARTS OF THE AIR—May Singhi Breen, Peter de Rose
CBS: FRED FEIBEL — organist

10:15

NBC-Red: CHARIOTEERS—male quartet
NBC-Blue: VIENNESE ENSEMBLE

10:30

NBC-Red: MANHATTERS
NBC-Blue: THE CHILD GROWS UP—Katharine Lenroot
MBS: GET THIN TO MUSIC

10:45

NBC-Blue: SWING SERENADE
MBS: ORCHESTRA

11:00

NBC-Red: FLORENCE HALE'S RADIO FORUM
NBC-Blue: VOCALIST
CBS: CINCINNATI CONSERVATORY OF MUSIC
MBS: VARIETY PROGRAM

11:15

NBC-Red: MUSICAL TETE-A-TETE
NBC-Blue: MINUTE MEN—[illegible] quartet

11:30

NBC-Red: MUSIC AND AMERICAN YOUTH
NBC-Blue: OUR BARN—children's program, Madge Tucker
MBS: U. S. ARMY BAND

11:45

NBC-Red: VOCALIST

AFTERNOON

12:00 Noon

NBC-Red: ABRAM CHASINS' MUSIC SERIES
NBC-Blue: CALL TO YOUTH
MBS: PARENTS' MAGAZINE OF THE AIR

12:15

NBC-Blue: SOLOIST
MBS: THIS WONDERFUL WORLD

12:30

NBC-Red: ORCHESTRA
NBC-Blue: NATIONAL FARM AND HOME HOUR
CBS: GEORGE HALL AND HIS ORCHESTRA
MBS: STUDIES AND SKETCHES IN BLACK AND WHITE

12:45

MBS: STEVE SEVERN'S PET CLUB

1:00

NBC-Red: ORCHESTRA
CBS: ORIENTALE

1:15

CBS: RHYTHMAIRES
MBS: MICROPHONE IN THE SKY—Tom Slater, interviewer

1:30

NBC-Red: ORCHESTRA
NBC-Blue: CLUB MATINEE
CBS: BUFFALO PRESENTS
MBS: ORCHESTRA

2:00

NBC-Red: CAMPUS CAPERS
CBS: MADISON ENSEMBLE
MBS: BENAY VENUTA'S PROGRAM

2:30

NBC-Red: YOUR HOST IS BUFFALO—orchestra, soloists
CBS: MOTOR CITY MELODIES
MBS: MUSICAL PROGRAM

3:00

NBC-Red: GOLDEN MELODIES
CBS: MERRYMAKERS

3:30

NBC-Red: ORCHESTRA
CBS: WALTZES OF THE WORLD
MBS: ORCHESTRA

4:00

NBC-Red: CALLING ALL STAMP COLLECTORS
CBS: ANN LEAF—organist
MBS: INTERNATIONAL HOUSE

4:15

NBC-Red ORCHESTRA
CBS: GERTRUDE LUTZI AND JOHN STURGESS

4:30

NBC-Red: ORCHESTRA
MBS: ORGANIST

4:45

MBS: BOOKSHELF SPOTLIGHT

5:00

NBC-Red: GREAT PLAYS
NBC-Blue: ORCHESTRA
CBS: STORY OF INDUSTRY
MBS: ORCHESTRA

NOTE:

As we go to press, this program guide is absolutely accurate, but we cannot be responsible for last minute changes made by the broadcasting companies, advertising agencies or sponsors.

5:30

CBS: ORCHESTRA
MBS: SAMMY KAYE'S ORCHESTRA

EVENING

6:00

NBC-Red: EL CHICO SPANISH REVUE
NBC-Blue: ORCHESTRA
CBS: COLUMBIA'S CHORUS QUEST
MBS: ORGAN RECITAL

6:15

MBS: MUSICAL PROGRAM

6:25

CBS: PRESS-RADIO NEWS

6:30

NBC-Red: PRESS-RADIO NEWS
NBC-Blue: PRESS-RADIO NEWS
CBS: SYNCOPATION PIECE
MBS: "JAM AND JIVE"

6:35

NBC-Red: SPORTS QUESTION BOX
NBC-Blue: ORCHESTRA

6:45

NBC-Red: RELIGION IN THE NEWS—Dr. Walter Van Kirk

7:00

NBC-Red: KALTENMEYER'S KINDERGARTEN — Bruce Kamman
NBC-Blue: MESSAGE OF ISRAEL—guests and music
CBS: SATURDAY SWING SESSION

7:30

NBC-Red: ALISTAIR COOKE commentator
NBC-Blue: UNCLE JIM'S QUESTION BEE
MBS: ORCHESTRA

7:45

NBC-Red: JEAN SABLON—songs

8:00

NBC-Red: BELIEVE-IT-OR-NOT—Robert L. Ripley, Rolfe's orchestra
NBC-Blue: ORCHESTRA
CBS: COLUMBIA WORKSHOP
MBS: PAT BARNES AND HIS BARNSTORMERS — Marcella Hendricks, Jimmy Shields

8:30

NBC-Red: JACK HALEY'S LOG CABIN—Virginia Verrill, Warren Hull, Wendy Barrie, Fio Rito's orchestra
CBS: JOHNNY PRESENTS RUSS MORGAN AND HIS ORCHESTRA
MBS: MUSICAL PROGRAM

9:00

NBC-Red: ORCHESTRA
NBC-Blue: NATIONAL BARN DANCE—Joe Kelly
CBS: PROFESSOR QUIZ—Bob Trout
MBS: ORCHESTRA

9:30

NBC-Red: AMERICAN PORTRAITS—dramatization
CBS: SATURDAY NIGHT SERENADE—Mary Eastman, Bill Perry, Haenschen's orchestra
MBS: SYMPHONY ORCHESTRA

10:00

NBC-Red and NBC-Blue: NBC SYMPHONY ORCHESTRA
CBS: YOUR HIT PARADE

10:45

CBS: SPECIAL TALKS PROGRAM

11:00

NBC-Red: DANCE MUSIC
NBC-Blue: DANCE MUSIC
CBS: ORCHESTRA
MBS: DANCE MUSIC

Nourishes as well as Cleanses



"IT'S WONDERFUL TO HAVE such a grand nourishing cream and cleansing cream in one. Pond's new Cold Cream does so much more for my skin."

MRS. A. J. DREXEL, III

"KEEPS MY SKIN FINER . . . Pond's new Cold Cream keeps my skin finer and softer in spite of all my sports."

JOAN BELMONT, Mrs. Ellsworth N. Bailey





"SMOOTHS OUT TIRED LINES . . . Pond's new 'skin-vitamin' Cold Cream gives my skin a livelier, more glowing look —smooths out tired lines."

THE COUNTESS DE LA FALAISE

Today—more and more women are using this new cream with "Skin-Vitamin"



THE first announcement of Pond's "skin-vitamin" Cold Cream brought almost immediate response. Hundreds of women tried the new cream.

And steadily your demand has increased for this new cream that brings to women such important new aid to skin beauty.

For years, leading doctors have known how this "skin-vitamin" heals skin faster when applied to wounds or burns. And also how skin may grow rough and subject to infections when there is not enough of this "skin-vitamin" in the diet!

Then we tested it in Pond's Creams! In animal tests, skin that had been rough, dry because of "skin-vitamin" deficiency in diet became smooth and supple again—in only 3 weeks!

Use this new cream in your regular way for cleansing and before make-up. Pat it in. Soon you, too, will be agreeing that the use of the new "skin-vitamin" cream does bring to your skin something active and essential to its health—gives it a livelier, more glowing look!

Same jars, same labels, same price

Now every jar of Pond's Cold Cream you buy contains this new cream with "skin-vitamin" in it. You will find it in the same jars, with the same labels, at the same price.

SEND FOR THE NEW CREAM!

"SKIN YOUNGER . . . The new Pond's Cold Cream with 'skin-vitamin' has made my skin smoother and younger, the colour fresher—within just a few weeks."

LADY MARGARET DOUGLAS-HOME

TEST IT IN 9 TREATMENTS

Pond's, Dept. 9RS-CS, Clinton, Conn. Rush special tube of Pond's "skin-vitamin" Cold Cream, enough for 9 treatments with samples of 2 other Pond's "skin-vitamin" Creams and 5 different shades of Pond's Face Powder. I enclose 10c to cover postage and packing.

Name_____

Street_____

City_____ State_____

Tune in on "THOSE WE LOVE," Pond's Program, Mondays, 8:30 P.M., N.Y. Time, N.B.C.

Copyright, 1938, Pond's Extract Company



IN a hurry? Thought you'd risk it "just this once"? Too bad!...Now your new dress is SPOILED and Kleinert's Dress Shields would have saved it!...Why risk your dress even once when a pair of Kleinert's Dress Shields—for as little as 25¢—will save you not only embarrassment but the cost of your dress. Better buy a pair NOW—at any good Notion Counter.

25¢ and up



Prices slightly higher on the Pacific Coast and in Canada.

Kleinert's

T. M. Reg. U.S. Pat. Off.

DRESS SHIELDS

TORONTO • NEW YORK • LONDON

. . . BEAUTY AT YOUR

Are your hands as beautiful as Lucille Manners'? They can be, if



After polish has been applied, buffing increases the lustre.

Lucille's lovely hands accompany her *Cities Service* songs.

BY MARY BIDDLE

"ONLY a lucky few," said Lucille Manners, as she energetically buffed her nails, "are born with beautiful hands. However, all the rest of us can make our hands appear beautiful. It doesn't make much difference, today, what size or shape the hands are. It is the way they are cared for that counts. Nor would it be truthful to say that the hands of famous beauties are always white and useless, since they are usually suntanned in the summer and capable of running a career and a home all year 'round. The hands we admire are well-groomed—smooth and firm and beautifully manicured."

This was such a heart-warming and interesting statement that I persuaded Lucille to work with me on a simplified program which would put beauty at *your* fingertips, with a minimum of effort and a maximum of pleasure.

The stress that is laid on grooming these days makes it imperative that all of us should have clean hands and nicely manicured nails, but experience has taught us that adding the extra "umph" to their beauty is a more complex affair than occasional sessions with the soap, water and nail file!



The moons lend shapeliness to the nail. Don't paint over them.

Don't file your nails to sharp points. Ovals are more fashionable.

FINGERTIPS

you'll follow her suggestions



Don't fail to soften cuticle before using the orange-stick.

"Cleanliness is the beginning of beautiful hands," emphasized Lucille. "I mean, by that, proper cleansing. A dash of water and a spot of soap, followed by a perfunctory pat with the towel, robs the hands of beauty. The hands should be thoroughly washed with soap (twice in succession if they are the least bit grimy!), a nail brush used, and the hands rinsed thoroughly with clear water to remove all traces of soap. Then dry the hands carefully. Most of the roughness, redness and dryness that detracts so from the complexion of the hands is due to careless drying. A hand lotion or cream is the solution."

You don't have to worry what lotion or cream to use, as ninety-eight out of a hundred hands suffer from dryness, not oiliness. For the daytime, select one that will leave your hands smooth, soft and protected. If the hands are inclined to be moist or clammy, a few drops of liquid deodorant will be helpful—or a bit of Eau de Cologne on the palms. At night all hands are ready for a rich nourishing cream massaged in with a "pulling on gloves" movement. Wear gloves all night to keep the cream from rubbing off.

A little fresh lemon juice added to your over-night cream will give it bleaching qualities and help the skin maintain its normal, slightly acid condition. A two-ounce jar of cream requires only a teaspoonful of fresh, strained lemon juice.

Of course, the hand treatment should extend as far as possible up the arm, even to the elbow. Fashion calls for sleeves above the elbow with round, (*Continued on page 91*)

Gerald Wright at 4 months



Somebody's coming with a bowl and a spoon. Jerry knows what that means — he's been having Clapp's Baby Cereal for a month. He's one of the small citizens of a New Jersey community who is contributing pictures and growth records to a study of infant feeding. Clapp's Strained Vegetables will go on his diet list soon.

Gerald Wright at 8 months



Jerry's mother doesn't have a worry except that his blond hair won't lie down. For he's growing steadily and putting on some good solid pounds. Besides Clapp's Vegetables, Jerry has been having Clapp's Strained Soups and Strained Fruits lately. Smooth, finely strained, but not too liquid—these foods have the exact texture that doctors approve.

Gerald's husky at 11 months



Vitamin-rich Clapp's Foods, pressure-cooked to hold in food value, have built Jerry into a hefty little rascal, weighing 23 pounds. His steady progress is typical of all the Clapp-fed babies in the test. And so is his freedom from food dislikes. Clapp's Foods really do taste better!

how he got his head start....



16 Varieties of Clapp's Strained Baby Foods —Baby Soup Strained or Unstrained, Vegetable Soup, Beef Broth, Liver Soup; Apricots, Prunes, Apple Sauce; Tomatoes, Asparagus, Peas, Spinach, Beets, Carrots, Green Beans; Baby Cereal.

Free Booklet! Photographs and records of 12 Clapp-fed babies. Valuable diet facts. Write to Harold H. Clapp, Inc., Dept. QSY, 777 Mount Read Blvd., Rochester, N. Y.

NEW! . . . for older babies

Clapp's *Chopped* Foods

Doctors asked for them...even-textured foods with all the advantages of Clapp's Strained Foods, but more coarsely divided. At dealers' now—remember them when your baby outgrows Clapp's Strained Foods.

Clapp's Strained Baby Foods



How to be a Good Homemaker and your Husband's Pal, too

DON'T work so hard over your home that you're exhausted when your husband wants to go out! Learn the labor-saving ways of doing things and you will be astonished at the time you save.

Imagine a delicious, nourishing food that all your family will enjoy, that costs only 3 cents a portion, and that you can put on the table, piping hot, in less than ten minutes! That's Franco-American — America's largest selling ready-cooked spaghetti.

Give it to the children for lunch, with milk and fruit. It will keep them going strong all afternoon. Other days for dinner serve Franco-American Spaghetti as a main dish, or use it to make left-overs go further. This delicious spaghetti combines wonderfully with other foods, because of its eleven-ingredient sauce with its unforgettable and savory flavor.

Franco-American is entirely different from ordinary ready-cooked spaghetti. Get some at your grocer's today! Serve your family delicious meals and have time for your husband, too!

Franco-American SPAGHETTI

Made by the Makers of Campbell's Soups



THE FRANCO-AMERICAN FOOD COMPANY, Dept. 65
Camden, New Jersey. Please send me your free recipe book: "30 Tempting Spaghetti Meals."

Name (print) _____

Address _____

City _____ State _____

POPULAR SWEDISH RECIPES

SMÖRGÅSBORD *(HORS D'OEUVRES)* SCANDINAVIAN GRILL

Cut slices of rye bread into "fingers," each the right length and width to hold a sardine. Toast lightly on both sides. Place a slice of cheese (Swiss, Gruyere, American, or any preferred cheese that slices well) on each piece of toast. Top each with a smoked Norwegian sardine. Sprinkle with a few drops of vinegar or lemon juice. Place under broiler flame until cheese starts to melt and sardine skins start to "crackle." Serve hot.

EGGS GERDA

Cook 6 eggs 10 minutes in boiling water. Peel. Cut each egg in half crosswise (not lengthwise). Remove a thin slice from both ends of eggs so that they will stand upright. Slip out yolks, add to them 2 teaspoons anchovy paste, ½ teaspoon sugar, salt and pepper to taste, and mayonnaise to moisten. Pound well until thoroughly smooth and blended. Stuff egg whites with this mixture. Stand eggs upright on a bed of very finely shredded red cabbage. Top each with a rolled anchovy, each held in place with a tiny colored ruffled toothpick, which serves as a garnish and facilitates serving and eating.

HAM TARTLETS

12 tiny pastry shells
2 eggs, slightly beaten
⅛ teaspoon pepper
⅛ teaspoon baking powder
1 cup cooked ham, chopped fine
½ cup grated cheese
¼ teaspoon Worcestershire Sauce
¼ cup milk

Roll out rich, well-chilled pastry very thin. Cut into small rounds. Fit each round over the back of muffin cups of the very smallest size procurable. Prick pastry with a fork and bake 8 minutes in very hot oven (475° F.). Remove shells carefully to a flat baking pan. Combine slightly beaten eggs with pepper, baking powder, ham, cheese and Worcestershire. Add milk, mix well. Fill shells with this mixture. Bake in hot oven (450° F.) until filling is cooked (about 10 minutes). Serve hot as hors d'oeuvres. Delicious also with salad for a Sunday night supper treat.

KÖTTBULLAR

1 pound round steak, ground 4 times
½ pound pork, ground 4 times
½ cup cracker (or fine bread) crumbs
1 teaspoon salt
⅛ teaspoon pepper
½ teaspoon nutmeg (scant)
½ cup tomato ketchup
2 tablespoons French salad dressing
2 eggs, beaten
1 small onion, minced fine
1 cup boiling water

Combine the ground meat and bread crumbs. Add seasonings, ketchup, salad dressing, beaten eggs and minced onion. Blend together thoroughly. With floured hands, shape prepared meat into small balls about the size of golf balls. Roll in flour and fry in butter until brown on all sides. Add boiling water, cover tightly and cook gently for 15 minutes. Remove meat balls to hot platter. Make gravy of liquor remaining in pan, thickening it slightly with a little flour which has been mixed with water to a smooth paste. Season to taste, pour over meat balls and serve immediately.

RED RICE RING WITH VEGETABLES

To 2 cups boiled rice add 4 tablespoons chopped pimiento, 1 teaspoon Worcestershire sauce, 1 teaspoon grated onion, ½ teaspoon salt, a few grains pepper. Blend in ¼ cup salad oil. Beat 2 eggs well, add ¾ cup milk and combine with rice mixture. Turn into very well greased ring mold. Stand mold in a pan of hot water. Place in moderate oven (350° F.) and bake 1½ hours. Unmold onto large circular platter. Fill center of ring with creamed lima beans.* Place small bundles of hot asparagus tips at equal intervals around the rice ring, laying a strip of pimiento across each bundle. Between asparagus bundles place either sliced tomatoes or slices of hard cooked egg. Garnish attractively with sprigs of parsley and serve immediately.

**As a main course dish, instead of as a meat accompaniment, the center of the rice ring may be filled with creamed sea food (salmon, shrimp, crab meat or lobster).*

LEMON PUFF PIE

1 cooked, rich, pastry shell
1 tablespoon cornstarch
1 cup sugar
⅛ teaspoon salt
4 egg yolks, slightly beaten
¼ cup hot water
1 lemon, rind and juice
4 egg whites, beaten stiff

Bake pastry shell in hot oven until lightly browned. Cool. Mix cornstarch with one half of the sugar. Add salt and egg yolks. Gradually add hot water. Turn into top of double boiler and cook over boiling water until thick (about 10 minutes), stirring constantly. Remove from heat, add lemon rind and juice, cool slightly. Beat whites until stiff, beat in one half of remaining ½ cup sugar. Fold in the rest of the sugar lightly. Combine one half of this egg white mixture with the prepared lemon mixture. Turn into baked pie shell. Pile remaining egg white meringue lightly on top. Bake in slow oven (345° F.) until firm and lightly browned (about 15 minutes). Chill before serving.

THE RADIO HOSTESS

(*Continued from page 9*)

what we'll have to do, Mrs. Armbruster. You and I, alone, will have to 'uphold the social amenities,' as Clarence Stroud would say. Or would he?"

From that point on it was a riot of fun, with Charlie the center of attention. He occupied the seat of honor at the head of the table, as you can see from our photograph. He threw the maid into utter confusion with his merry quips; exchanged puns with our host and complimented our hostess on the excellence of the dinner.

But not even the company and the continuous laughter could make me entirely neglect my duties, or cause me to overlook the grand foods that were being served. So, shortly, you will find the complete menu which I managed to write down between laughs, and for which the recipes—later procured from Mrs. Armbruster—are presented here, also, as previously promised.

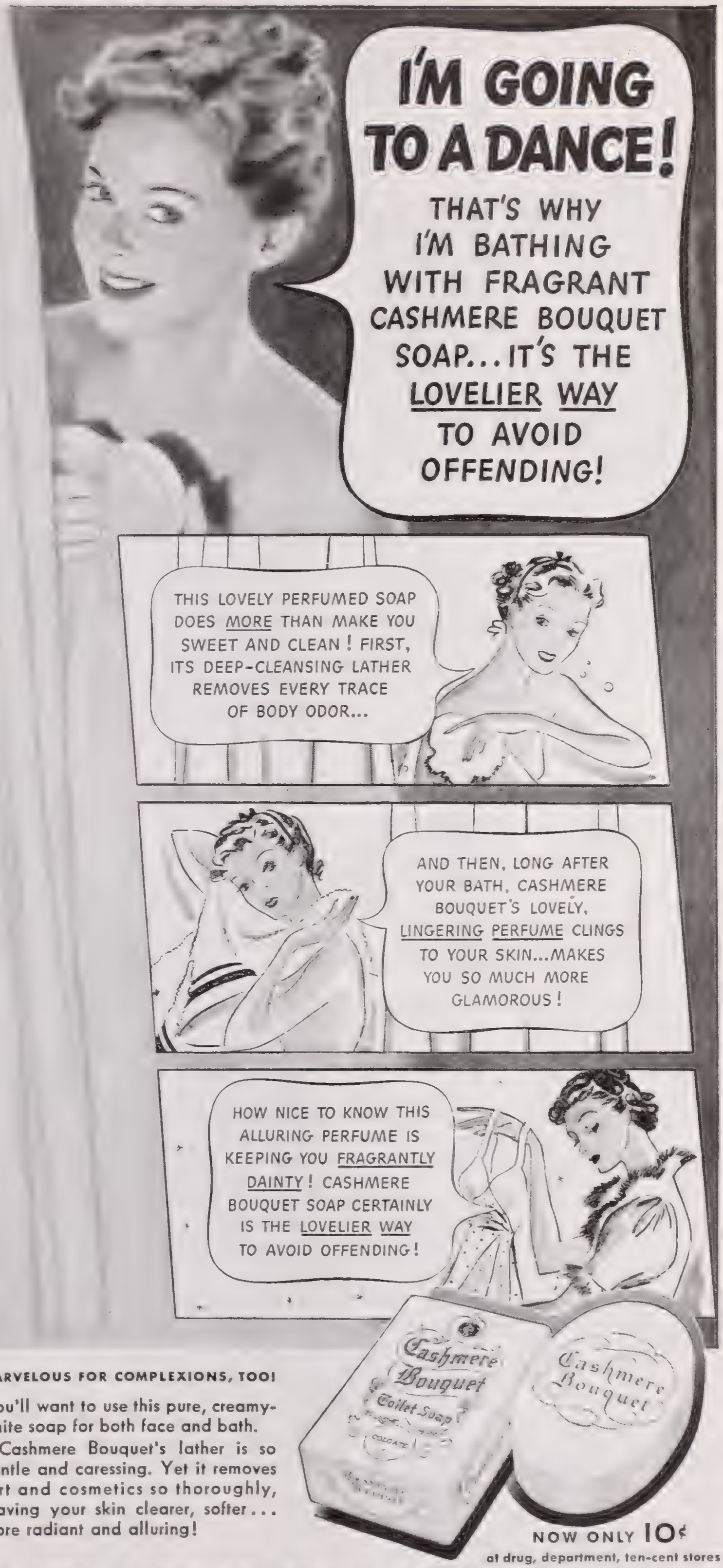
In our menu, you'll notice, I'm giving both the Swedish and American names for some of the dishes, but in every instance, one name or two, only a trial can do any of them justice. Or begin to convince you how easy they are to make. This, then, was our delightful meal, with explanations of the various unusual treats that we enjoyed, given in detail further along. In this way I think you'll get a pretty good idea of the recipes before trying them, and you can then decide whether or not you wish to include just one or two of these Armbruster dinner favorites on one of your regular dinner menus; or serve the following meal—prepared in honor of Edgar Bergen—exactly as it was served to us, course by course:

Smörgåsbord
(Swedish Hors D'Oeuvres)
Köttbullar
(Meat Balls)
Red Rice Ring with Vegetables
New Dill Pickles, Relishes
Swedish Bread, Sweet Butter
Kalsallad
(Cabbage Salad)
Lemon Puff Pie
Coffee

The Smörgasbord—that most popular and widely accepted of all Swedish food suggestions—was arranged on the buffet for all to help themselves before dinner. The choice of fine viands, accompanied by bread and butter, was a staggering one. Sliced cold meats, cheese (particularly the popular Swedish goat cheese), pickles, fish, eggs and salads tempted one to forget that a full course dinner was to follow. Among the most tempting of all the edibles were three for which I secured recipes — Ham Tartlets and Scandinavian Grill, both served hot; and Eggs Gerda, as pretty and tasty a combination as you could imagine. Try them, all three, for your next buffet. Why yes, of course I'm giving you the recipes!

The little meat balls that followed were of a smoother, firmer consistency than the

(*Continued on page 90*)



MARVELOUS FOR COMPLEXIONS, TOO!

You'll want to use this pure, creamy-white soap for both face and bath.

Cashmere Bouquet's lather is so gentle and caressing. Yet it removes dirt and cosmetics so thoroughly, leaving your skin clearer, softer... more radiant and alluring!

NOW ONLY 10¢
at drug, department, ten-cent stores

TO KEEP FRAGRANTLY DAINTY—BATHE WITH PERFUMED

CASHMERE BOUQUET SOAP

Dr Scholl's for EVERY FOOT TROUBLE



Famous Hollywood Stars take no chances with their feet, for faulty posture and ugly foot blemishes can easily ruin their careers.

At the first warning twinges of foot pain, many of them use DR. SCHOLL'S for they know that

When Your Feet Hurt You Hurt All Over

Follow the Stars! If you have corns, callouses, bunions, tired, aching feet, fallen arches, burning or itching feet, ingrown nails—or any other foot trouble—go at once to your Drug, Shoe, Department or 10c Store and get Dr. Scholl's Relief for it.

CORNS—SORE TOES



Dr. Scholl's Zino-pads instantly relieve pain and remove corns. Thin, soothing, healing. End cause—shoe friction and pressure—prevent corns, sore toes, blisters and tender spots.

CALLOUSES



Dr. Scholl's Zino-pads, special size for callouses, relieve pain quickly, safely loosen and remove the hard, dead skin. Stop pressure on the sore spot; soothe and heal.

BUNIONS



Dr. Scholl's Zino-pads, special size for bunions, give instant relief to tender or enlarged joints; remove shoe pressure on the sore spot. Thin, protective, healing.

SOFT CORNS



Dr. Scholl's Zino-pads, special size for corns between toes, relieve pain in one minute; take pressure off the sore spot; quickly, safely remove soft corns.

ACHING, TIRED FEET



Dr. Scholl's Foot Balm is a soothing application for tired, aching feet, muscular soreness, tenderness and burning sensation caused by exertion and fatigue. Analgesic and counter-irritant.

EASES FEET



Dr. Scholl's Kurotex, a velvety-soft, cushioning plaster; relieves corns, callouses, bunions, tender spots; prevents blisters. Flesh color. Easily cut to any size or shape.

TENDER FEET



Dr. Scholl's Foot Powder relieves sore, tender, hot, tired, chafed or perspiring feet. Soothing, healing, comforting to skin irritations. Eases new or tight shoes.

Dr Scholl's

FOR ALL FOOT TROUBLES

REMEDIES—PADS—PLASTERS—ARCH SUPPORTS

Mail in Envelope or Paste Coupon on Penny Postcard

FREE Foot Book, also sample of Dr. Scholl's Zino-pads for Corns. Address Dr. Scholl's, Inc., Chicago, Ill.

Name .....

Address .....



Tommy Dorsey likes to spend his spare time with the cows, chickens and horses on his 22-acre farm in Bernardsville, N. J.

THE BANDWAGON

By JERRY MASON

A verbal jam session about today's leading orchestras and their maestri, with this month's laurels going to the Tommy Dorsey lads

IF you travel thirty-eight miles out of New York City to a little town in New Jersey called Bernardsville, and walk into one of the local grocery stores, you'll see a sign that will surprise you. It reads: "Tommy Dorsey Eggs."

The 140 chickens roosting in the Dorsey hen-houses laid those eggs. And, in case you didn't know, Farmer Dorsey, as a sideline, conducts an orchestra.

FARMER DORSEY, when he's not busy with his chickens and his orchestra, has still another activity. He builds model trains. Practically the entire third-floor of his eighteen-room farmhouse is given over to tracks, signals, engines, freight cars. He has four railroad systems: a freight line, a work train, a stream-lined passenger service and the usual passenger line. Right now, between tours and dance-sets, Engineer Dorsey is trying to design a lay-out for four lines that will win him the thousand dollar monthly prize awarded by the Model Railroad Builders' Association.

IN between times, as I said, Farmer-Engineer Dorsey conducts an orchestra. And it is an orchestra which I'd like to go on record as calling the best band in the land. The reasons? It can swing—swing that is as colorful, as original, as exciting as any produced. It can play sweet—smoothly, softly, uniquely—something that most top swing bands have never been able to do.

Those two probably account for this very interesting fact: Phonograph records made by the Dorsey outfit outsell all other orchestra platters. Tommy sells twenty-five percent more records than Benny Goodman, for instance. You can judge the popularity of a band by the number of people who will plunk down cold cash to get one of its recordings.

THE important reason for (*Continued on page 98*)



Upon learning that Buddy Rogers was forming a new swing band, Tommy invited him to New York, presented him with a new trombone.

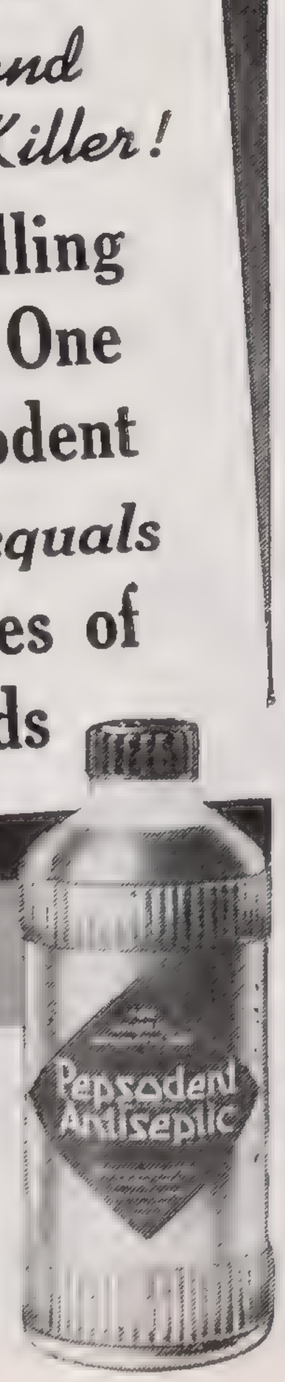


To help Prevent
COLDS
and Bad Breath..



Use
PEPSODENT
ANTISEPTIC
...the 10-Second Germ-Killer!

In Germ-Killing Power . . . One bottle Pepsodent Antiseptic *equals* three bottles of ordinary kinds



Even when diluted with 2 parts water, still kills germs in seconds...Lasts 3 times as long!

MAKES YOUR MONEY GO 3 TIMES AS FAR!

WEST COAST CHATTER

BY LOIS SVENSRUD



Jane Rhodes, aged sixteen, has sung on radio for seven years. Now she's in pictures as well.



Amos 'n' Andy move to Palm Springs in winter, and broadcast from there.

(*L. to R.*) Grace Moore, Madame Valentina, dress designer, Gladys Swarthout and Gloria Swanson, her clients.

A GOOD time is always had by all at the *Good News of 1938* rehearsals. The other day it looked like the show might not go on because everyone was having *too* good a time. It was the afternoon that Fannie Brice, Robert Taylor, Allan Jones and Frank Morgan spent on all fours practicing that "Woof-Woof" scene. Everything would finally get under way, according to script, when Fannie or Frank would drop an irrelevant remark which would again disrupt proceedings. Fannie was wearing tin curlers in her hair. "Though why I try to improve on myself, heaven knows," she said. "Curled or uncurled, I still look like Fannie Brice."

(*Continued on page 93*)

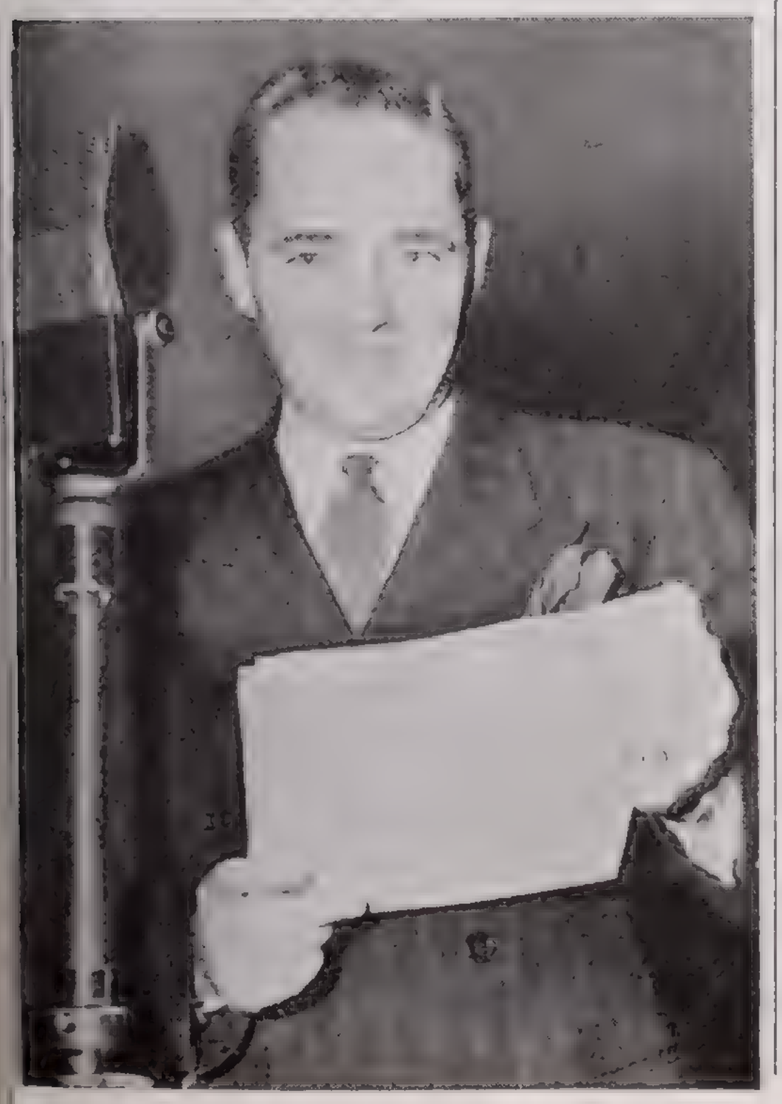


Notes, amusing and otherwise, on air stars' doings in Hollywood. What they are up to, on the air and off, plus personality paragraphs about a number of favorites



Walt Disney rode to fame on a mouse. Now he's on the air.

Tommy Riggs, turned film actor, still airs his Betty Lou skit.





• *"You poor baby lamb! Still got on long woolen underwear! And your mother says she can't help it, you have to wear it. Dear—dear! You'd think you were a black sheep, the way they treat you!"*



• *"Wait—see that beautiful woman over there in the apron? Well, that's my mother! You only have to mention in her hearing that you're somewhat hot and sticky, and she reaches for the Johnson's Baby Powder..."*



• *"Next thing you know, something soft and downy goes tickle-tickle down your back—whee-ee! After that, you can say phooey to rashes and chafes and prickly heat, and play Run, Sheep, Run with the best of them!"*



• *"Did you ever notice how smooth Johnson's Baby Powder is? That must be why it keeps my skin just perfect!" Perfect skin condition is a baby's best protection against skin infections, Mothers. So guard your baby's skin with Johnson's Baby Powder, the kind that's made of finest imported talc—no orris-root...Also important for the bath-basket: Johnson's Baby Soap and Baby Cream, and Baby Oil for tiny babies...safe, soothing, stainless, and it cannot turn rancid.*

Johnson & Johnson
NEW BRUNSWICK NEW JERSEY

JOHNSON'S BABY POWDER

COPYRIGHT, 1938, JOHNSON & JOHNSON

LIGHT-PROOF FACE POWDER

The make-up improvement that has proved a sensation



Try Luxor Powder. It's light-proof. *Your face won't shine. Try it! We will send you a box for a DIME.*

• At parties, do you instinctively avoid certain lights that play havoc with your complexion? All that trouble with fickle make-up will be overcome when you finish with powder whose particles do not glisten in every strong light.

Seeing is believing

With light-proof powder, your complexion will not constantly be light-struck. In any light. Day or night. Nor will you have all that worry over *shine.*

We will send you a box of Luxor for ten cents. Or you can buy a large box anywhere without waiting, and have your money back if it doesn't please.

Test it in all lights, under all conditions. See how it improves your appearance. See the lovely softness and absence of shine. See how such powder subdues those high lights of cheekbones and chin, and nose.

A large box of Luxor light-proof powder is 55c at drug and department stores; 10c sizes at the five-and-ten stores . . . Or mail coupon below enc'osing a silver dime.



LUXOR, Ltd. M. M. 5-38
Chicago

Send me a trial box of Luxor light-proof powder, postpaid. I enclose 10c (silver dime).

☐ Flesh ☐ Rachel ☐ Rose Rachel
☐ Rachel No. 2 ☐ Brunette

Name.....

St. & No......

P. O...... *State*.....

(This offer not good in Canada)



Jane Pickens, singer on the Ben Bernie show Wednesdays at 9:30 p.m. *EST, CBS,* steers her Packard whenever she is outdoors going places.



Indoors, Jane finds a run in her stocking before leaving to broadcast. That is anything but fun in any girl's life.

Photos by Jack Hanley



But a run on the roof of her apartment, outdoors, is Jane's method of keeping in good physical shape. This is a daily routine with her in clear weather.



A bit domestic, she steers a carpet sweeper at home.

INDOOR SPORTS AND OUT WITH JANE PICKENS

When it rains, she uses a gymnasium running machine instead.

(*Continued on page 64*)





Your choice is *right* with BEECH-NUT GUM

for flavor and refreshment

ALWAYS REFRESHING

Beech-Nut Peppermint Gum is so good it's the most popular flavor of gum in America.

Beech-Nut Spearmint has a richness you're sure to enjoy.

WHEN WORK PILES UP

...the use of chewing gum helps lessen fatigue, improve alertness and mental efficiency.

BEECHIES are the "candy-coated" variety in your choice of flavors . . . Peppermint, Pepsin or Spearmint.

"CHEW WITH A PURPOSE"

The use of chewing gum gives your mouth, teeth and gums beneficial exercise. Beech-Nut Oralgene is specially made for this purpose. It's firmer, "chewier"...helps keep teeth clean and fresh looking.

Always worth stopping for



Have you had the fun and adventure of changing drab frocks to gay ones, making lingerie sparkle? Then hurry out for Rit—its amazing new formula contains "neomerpin"... makes cloth soak up color evenly, beautifully, *without boiling.* You'll find dozens of uses for Rit, all so easy you'll "DYE" LAUGHING!



Never say "Dye"—say RIT!

MY DENTIST TOLD ME THAT HEALTHY GUMS MEAN BRIGHTER TEETH! FORHAN'S AND MASSAGE HELP ME KEEP MY GUMS HEALTHY!



Even my dentist was delighted at the improvement in my teeth and my gums!

Forhan's gum massage makes teeth brighter and helps make gums healthy. For a trial tube, send 10¢ to Forhan's, Dept. 521, New Brunswick, N. J.

Forhan's DOES BOTH JOBS
CLEANS TEETH · AIDS GUMS



Indoors, Jane uses ice on her face as a beauty aid. Though she requires very little beautifying, she contends that ice closes the pores, acts as an astringent and imparts a new freshness to the skin.

Outdoors, it's more fun to use the ice for skating. Jane and her sister, Grace, are both quite proficient at the art. It was with Grace and Helen that she first sang in a trio. When Patti grew up, she took Gracie's place, and the latter became the Pickens Sisters' manager.

INDOOR SPORTS AND OUT WITH



Jane likes to play ball with Terry, her wire-haired terrier, when she's at home. Terry seems to enjoy the sport even more than his lovely mistress.

But a game of catch in the gym gives her more exercise. Jane indulges in golf too, when her hectic schedule permits.

(*Continued on page 66*)





JANE PICKENS





You'll say "YES" when you find your lucky color among my 10 thrilling new face powder shades! See it bring you new radiance — breathe new life into your skin!

Wouldn't you say this was *Your Lucky Day* if you found a way to win extra compliments — extra attention — extra admiration? A way that can bring out the sparkle in your hair — the dancing light in your eyes?

The prize I'm talking about is the one flattering shade of face powder that can create a new "you". . . your one and only "lucky" color. For you know as well as I do that the *wrong* powder color can actually hide your best points instead of bringing them out and giving you a lift.

Perhaps you're saying — "This doesn't concern *me*. My powder color seems all right." But are you sure? Are you certain you have found the face powder color that is *100% right* for you — the one that is so true that it blends into your skin — so natural that it seems as if the color comes from within? The day you find that color will indeed be a lucky day for you. That's why I'm so anxious to have you try all 10 of my face powder colors. Because I am sure that your special color is among them.

My gift to you

I've helped many others, and I'll gladly help you, too. If you'll send me your name and address, I'll mail you all ten of the glorifying new shades of Lady Esther Face Powder *free and postpaid.*

When my gift arrives — try on every shade. Try each one carefully. Then STOP at the one and only color which whispers, "I am yours, see what I do for you. Look how I make your eyes shine. And how dreamy soft and radiant I leave your skin!" See how the color seems so natural, so lifelike, so much a part of you.

Have you a lucky penny?

Here's how a penny postcard will bring you luck. It will bring you FREE and postpaid all ten shades of Lady Esther Face Powder, and a generous tube of Lady Esther Four-Purpose Face Cream. Mail the coupon today.

(You can paste this on a penny postcard) (12)

Lady Esther, 7110 West 65th Street, Chicago, Illinois

I want to find my "lucky" shade of face powder. Please send me your 10 new shades free and postpaid, also a tube of your Four-Purpose Face Cream.

Name .....

Address .....

City ..... *State* .....

(If you live in Canada, write Lady Esther, Toronto, Ont.)

THE EASIEST WAY TO KEEP A TOILET CLEAN IS THE BEST WAY



No AMOUNT of unpleasant scrubbing and scouring can keep a toilet bowl *really* clean. Because you cannot reach the hidden trap, under the bowl. SANI-FLUSH is made scientifically to clean toilets better —*and without any work.*

Just shake a bit of SANI-FLUSH in the bowl. (Follow directions on the can.) Flush the toilet, and the job is done. SANI-FLUSH has no odor. It removes stains. It kills germs. It cannot injure plumbing connections. SANI-FLUSH is also effective for cleaning auto radiators (directions on can). Sold by grocery, drug, hardware, and five-and-ten-cent stores. 25c and 10c sizes. The Hygienic Products Co., Canton, Ohio.



Sani-Flush

CLEANS TOILET BOWLS WITHOUT SCOURING

LAW STUDY AT HOME

Win greater respect and success. Learn more, earn more. We guide you step by step—furnish all text material, including fourteen-volume Law Library. Degree of LL. B. conferred. Low cost, easy terms. Get our valuable 64-page "Law Training for Leadership" and "Evidence" books free. Send for them NOW.

LASALLE EXTENSION, Dept. 5318-L Chicago

STOPS SWEEPERS FROM DISTURBING SLEEPERS!



Oil your carpet sweeper, vacuum cleaner, sewing machine and other household mechanisms with 3-In-One Oil. Lubricates, cleans, prevents rust. At hdwe., drug, grocery, 10¢ stores.

3-IN-ONE OIL



Singing into the mike is old stuff for Jane. She's been doing it for over five years.

The habit's so strong that, outdoors in the snow, she uses a ski pole as a substitute.

INDOOR SPORTS AND OUT WITH JANE PICKENS



Dressing for an evening date, La Pickens slips into a fragile excuse for a sandal.

But in the wide open spaces she dons skis and ski boots, which are far from dainty.

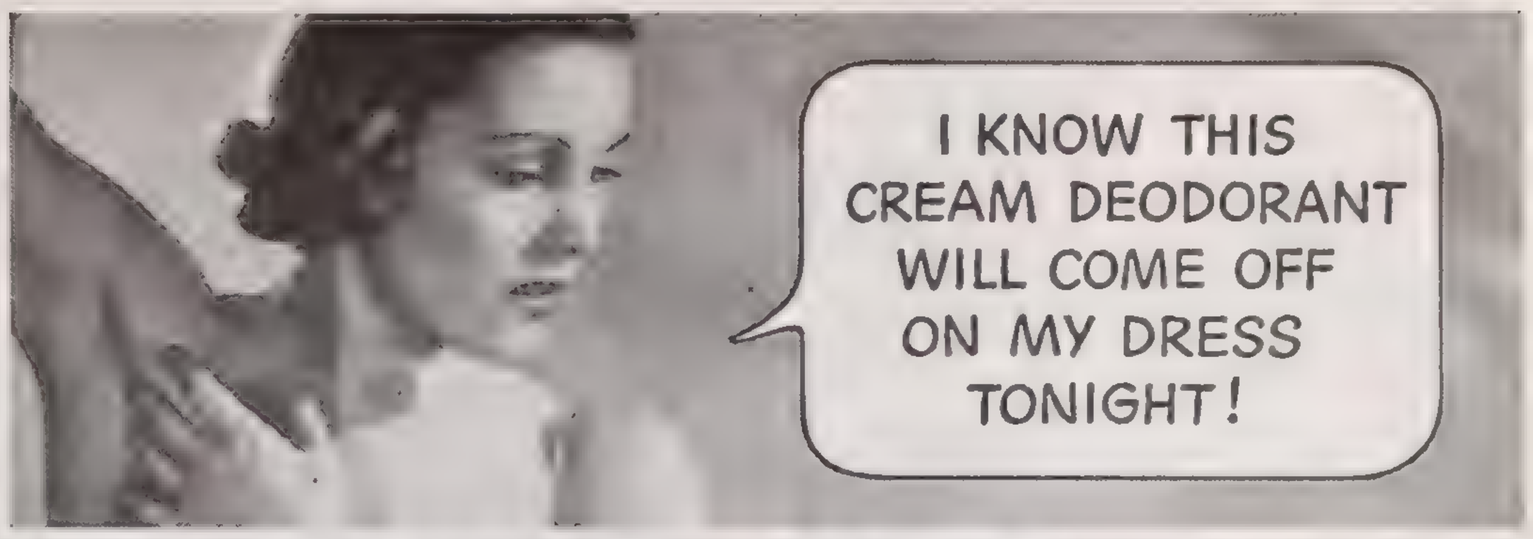
Work over, Jane spends a quiet night with her mother, who takes her for a "ride" at a game of cards.





But the next morning, the electric horse takes Jane for a more strenuous "ride."







New Cooling ICE Deodorant goes on like a vanishing cream—checks perspiration instantly

IT'S HERE AT LAST! The perfect answer to the complaints of fastidious women about old-fashioned cream deodorants. An ICE DEODORANT that vanishes without leaving the slightest trace of grease or stickiness! Yet checks perspiration the minute you put it on!

The new Odorono ICE is based on an entirely new principle. It's actually *cooling* and *refreshing* to the skin! Dainty and easy to use. Smooth it on—it liquefies and vanishes as you apply it! Without fuss or bother, you've checked underarm odor *and* dampness for 1 to 3 days.

It leaves no greasy film to come off on your clothes—no musty "giveaway" odor. Its own fresh smell of pure alcohol evaporates immediately. No wonder 80% of the women who have tried it prefer it to any other deodorant they have ever used! Don't risk offending. The new Odorono Ice is only 35¢ at all Toilet-Goods Departments. Get a jar TODAY!

● "Safe and effective—cuts down clothing damage, when used according to directions," says The National Association of Dyers and Cleaners, after making intensive laboratory tests of Odorono preparations.



*Trade Mark Reg. U.S. Pat. Off.

SEND 10¢ FOR INTRODUCTORY JAR

RUTH MILLER, The Odorono Co., Inc.
Dept. 5-E-8*, 191 Hudson St., New York City
(In Canada, address P. O. Box 427, Montreal

I enclose 10¢ (15¢ in Canada) to cover cost of postage and packing for generous introductory jar of Odorono Ice.

Name_____

Address_____

City_____ State_____

*ODO-RO-NO ICE
NON-GREASY



Want a lipstick that's **permanent?**
. . . keeps your lips soft *too?*

Then here is the lipstick for you . . . The color stays on, yet this new kind of lipstick keeps your lips smooth, youthfully moist.

ROMANTIC CALIFORNIA COLORS

WINE is a dark vibrant color for brunettes with dark skin. SPANISH is a daring red styled for the complexion of a flashing senorita. DESERT FLAME is a brilliant youthful color for blondes. CINEMA a new shade styled in Hollywood for wear under artificial light.

Large regular size for 60c at all Drug and Dept. Stores and 25c size at Dime Stores.

DUART lipstick







Zale Dillon, Supervisor of *NBC's* New York Sound Effects Division, explains the gear panel to Patricia, his daughter. It's used for imitating sounds made by heavy machinery.

Here are the inside workings of a splash box. A crank turns the wooden paddles over water, which produces a realistic splashing noise on the air.



When you hear an automobile door opened or closed during a program, this is what is used. A special material is put inside the box to prevent a too hollow sound from being recorded.



This is called a chain windlass machine. As the crank is turned, heavy chains make noises like those of a docking ship or ferry.

● If you should enter the laboratory of the *CBS* sound effects department, you would be startled by an array of strange objects. Such things as piles of rocks, a huge cured steer hide, a cell door, or a small switchboard.

● These were experimented upon or invented by some of the sixteen-odd sound effect engineers, whose business it is to find articles which will duplicate, on the air, certain everyday noises. Many of them were engineers before picking this radio field, and their past training is invaluable from the mechanical standpoint.

● They often speak of "sound perspective." This refers to the position of sound, whether it is close by, a short distance away, or far off. Each must be represented differently.

● Field work is done in order to perfect noise imitations. One engineer spent days trying to duplicate the minute difference in hoof beats as a horse was ridden past him. They are not yet satisfied with the door they've been working on for five years, and are still experimenting.

● An average program can manage with one sound mike and one engineer, but some shows use as many as five.

● Great credit is due the sound men and the effects they produce, for it is their work which adds illusion and realism to most of today's shows.



*Oiliness results in unflattering shine. Dermatologists identify excessive oiliness as Seborrhea. Germs aggravate this condition. Woodbury's Powder retards germ-growth, helps subdue nose shine.

EVER since Eve, women have complained about Shiny Nose . . . until Woodbury skin scientists perfected a *germ-free* face powder, which helps subdue this age-old enemy of beauty!

Germs May Aggravate Shiny Nose

All very simple how noses come to shine like Cellophane! Dermatologists say the excessive oiliness that makes the nose shine is often due to a condition called *Seborrhea*. Germs tend to aggravate this unwholesome skin condition.

Vital, then, to use face powder that is free from harmful germ-life! That's how Woodbury's Facial Powder helps inhibit ugly germ-induced shine. In tests, Woodbury's was the only one among 20 leading brands that was germ-free *before* use and still germ-free *after* contact with a germ-laden powder puff!

You'll love the shades of this exquisite beauty powder, too. Seven in all, covering the whole range of skin types. See the new Windsor Rose, styled in Paris, gloriously flattering to almost every woman.

Woodbury's Facial Powder comes in the new blue box at $1.00. 50¢. 25¢. 10¢. And to complete your make-up, try Woodbury's *Germ-proof* Rouge and Lipstick.



Send for 7 Thrilling Youth-Blend Shades

John H. Woodbury, Inc., 9189 Alfred St., Cincinnati, Ohio
(In Canada) John H. Woodbury, Ltd., Perth, Ontario
Please send me 7 shades of Woodbury's Facial Powder; trial tubes of two Woodbury's Beauty Creams; guest-size Woodbury's Facial Soap. I enclose 10¢ to cover mailing costs.

Name _____

Street _____

City _____ *State* _____

"STEP ALONG MISTER!"



BEEMAN'S PEPSIN GUM

"DON'T rush me, woman! I'm in no party mood—but I'll brighten up in a hurry if you'll share that package of Beeman's! You know that flavor's a real joy reviver. It's got a frisky freshness, a tingly tang—in short, it's great.

If you don't know, the package is sealed airtight to keep all that luscious freshness inside. I'll stop on the way. We need a fresh package."

Beeman's
AIDS DIGESTION...



SWING SINGER

Jerry Colonna, of *College Swing*, demonstrates the latest methods of swing singing. 1. He's found the perfect number for his voice. 2. Boy, has he got volume, or something! 3. Now it must be soft and sweet, just so. 4. Anything wrong? Could it be a sour note? 5. High C must be hit with a vengeance, and gestures. 6. A steal from the birdies' whistle. 7. Another miss! 8. But he finishes with a flourish.



HELP WANTED...WOMEN!



"Lysol" gives greater assurance of intimate cleanliness

WOMEN . . . any woman . . . YOU . . . are foolish to risk offending by neglect of personal daintiness. Your happiness and even the security of your home may rest on a dependable method of intimate feminine hygiene. Use the "Lysol" method.

Often the very nicest and loveliest women are at fault. No one warns you. The offense is too personal. Yet *so many* women would benefit by giving this subject honest thought. Ask any experienced family doctor.

The fact often is—your fussiest bathing, your loveliest beauty aids, just cannot make you completely clean, *sweetly* nice. People may notice; your husband *surely* will. And may think you are carelessly neglectful. To be sure of not offending, use the wholesome, efficient method many doctors and nurses recommend—"Lysol" in the proper dilution with water.

You can buy "Lysol" disinfectant in any drug store—with detailed directions for use on every bottle.

Six reasons why "Lysol" is recommended for your intimate hygiene—to give you assurance of intimate cleanliness.

1—Non-Caustic . . . "Lysol", in the proper dilution, is gentle. It contains no harmful free caustic alkali.

2—Effectiveness . . . "Lysol" is a powerful *germicide*, active under practical conditions, effective in the presence of organic matter (such as dirt, mucus, serum, etc.).

3—Spreading . . . "Lysol" solutions spread because of low surface tension, and thus virtually *search out germs.*

4—Economy . . . "Lysol", because it is concentrated, costs only about one cent an application in the proper dilution for feminine hygiene.

5—Odor . . . The cleanly odor of "Lysol" disappears after use.

6—Stability . . . "Lysol" keeps its full strength no matter how long it is kept, no matter how often it is uncorked.



Lysol Disinfectant

FOR FEMININE HYGIENE

What Every Woman Should Know

SEND THIS COUPON FOR "LYSOL" BOOKLET

LEHN & FINK Products Corp.
Dept. 5-R. S. Bloomfield, N. J., U. S. A

Send me free booklet "*Lysol vs. Germs*" which tells the many uses of "Lysol."

Name _____

Street _____

City _____ *State* _____

Copyright 1938 by Lehn & Fink Products Corp.



We asked women everywhere...in homes, in beauty shops, in stores and offices...and they said "Give us a curler that will make large, soft, natural-looking curls." So we designed the HOLLYWOOD GIANT, *pictured here in actual size.* Curls made on this big cylinder look softer, more natural. They comb without becoming frizzy. And they give the large, full curls so favored in the new hair styles. The HOLLYWOOD GIANT is easy to use...rolls smoothly, dries quickly, withdraws without spoiling curl. They're 2 for 10¢ at dime stores and notion counters.

Giant
HOLLYWOOD
Rapid Dry **CURLERS**
AT 5c AND 10c STORES & NOTION COUNTERS

HOW YOU CAN
REMOVE CORNS
ROOT* AND ALL



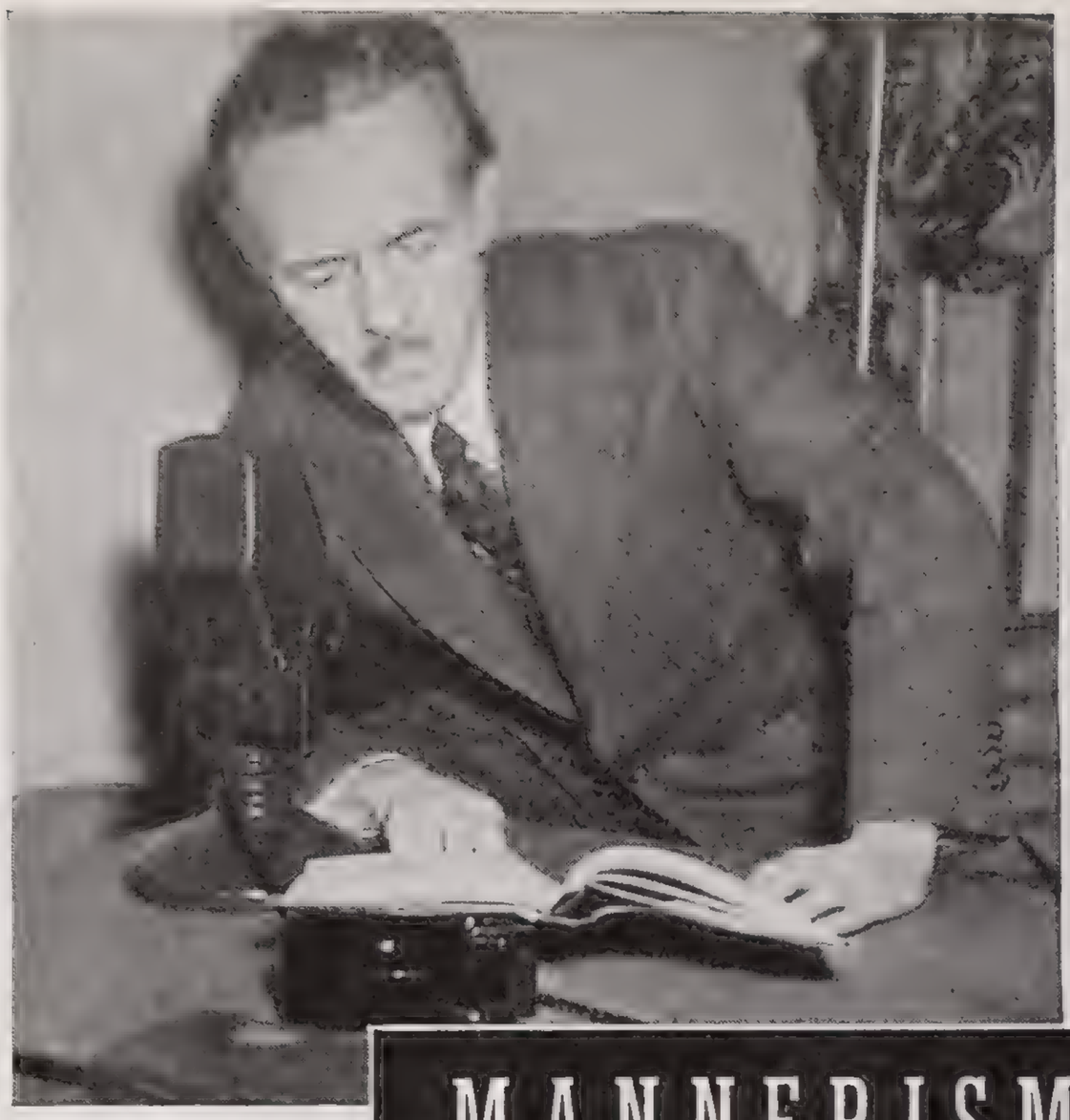
New Modern Method
safer—quicker—easier!

NOW you can remove corns easily, quickly, *painlessly* without dangerous old-fashioned paring that only affects the surface, leaves the root to come back bigger, uglier. The new, double-action Blue-Jay stops pain instantly, and then by its gentle medicated action, removes corns, root and all, in just 3 short days (exceptionally stubborn cases may require a second application).

Blue-Jay is a tiny medicated plaster. Easy to use—invisible. Safe, scientific, quick-acting. 25¢ for 6. Same price in Canada.

BLUE-JAY CORN PLASTERS

*A plug of dead cells root-like in form and position. If left may serve as focal point for renewed development.



David Ross makes himself comfortable at the mike. He draws up one leg until he is half out of his chair. He's reading poetry on a *Poet's Gold* show. David's sonorous voice won him the Academy Award for excellent mike diction.

MANNERISMS AT



Announcer Bert Parks has a peculiar nervous mannerism upon addressing the mike. He smooths an unruly eyebrow with two fingers while he grasps his script with the free right hand.



Frank Gallop, announcer for the *Philharmonic* and *American School of the Air* broadcasts, is a paper-tearer and crumbler. He's not absent-minded about it, though. He just tears used pages.

Andre Baruch, announcer for Kate Smith's program, likes to twirl a key ring while reading his lines. His is the only dangerous mannerism, for the sound is apt to be carried by the mike.



Dan Seymour, who announces on Benny Goodman's programs, has a hair-smoothing mike habit.

THE MIKE



Ralph Edwards' mannerism is a common one. He runs a finger under his collar as he talks.



FIRED: REHIRED— *when she found out how to correct her misfit makeup*

"Just fired the best stenographer I ever had. Nice girl but I couldn't stand her painted face."

"It's not your work, dear—it's that misfit makeup. Why don't you do something about it?"

"Miss Roberts, I guess I spoke too soon. Let's forget it—the job's yours as long as you want it."



MISSING OUT on jobs, on dates, on fun? There might be a reason . . . *misfit makeup* . . . those unrelated cosmetics that clash, that can't possibly look well together . . . or on you. Easy to correct—with Marvelous Eye-Matched Makeup. For here's . . .

MAKEUP THAT MATCHES . . . face powder, rouge, and lipstick . . . eye makeup, too . . . in color-harmonized sets. And here's makeup that matches *you* . . . for it's keyed to your true personality color, the color that never changes, *the color of your eyes.*

NOW YOU CAN BE SURE your skin, your hair, your eyes look their loveliest, because you're following Nature's color plan *for you!* Stage and screen stars, beauty editors, fashion experts endorse Marvelous Eye-Matched Makeup. Thousands of women who have tried it agree it's the way to *immediate* new beauty.

THE PRICE IS LOW. . . . Start now to build *your* matched set. Buy that lipstick . . . rouge, face powder, eye shadow, or mascara . . . in Marvelous Eye-Matched Makeup . . . only 55¢ each (Canada 65¢). *Your* drug or department store recommends this makeup, advises:

If your eyes are
- BLUE . . . . *wear* DRESDEN *type*
- GRAY . . . . *wear* PATRICIAN *type*
- BROWN . . *wear* PARISIAN *type*
- HAZEL . . . *wear* CONTINENTAL *type*

YOU'RE EAGER for success...in work, in life, in love! Invite it . . . wear makeup that *matches* . . . makeup that matches *you!*

COPYRIGHT 1938, BY RICHARD HUDNUT

MARVELOUS EYE-MATCHED MAKEUP *by Richard Hudnut*



Try it! Mail coupon NOW for Marvelous Makeup, keyed to *your* eyes! See how much lovelier you'll be with makeup that *matches* . . . and matches *you.*

RICHARD HUDNUT, Dept. M, MM-5-38
693 Fifth Avenue, New York City

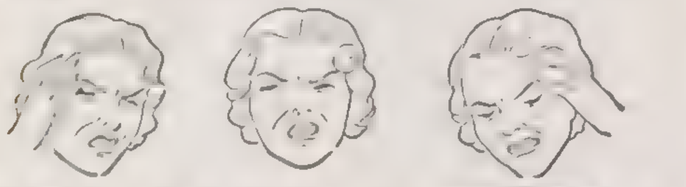
I enclose 10 cents to help cover mailing costs. Send *my* Tryout Kit of Marvelous Makeup . . . harmonizing powder, rouge and lipstick for my type, as checked below:

√ *My eyes are*
☐ Blue ☐ Brown
☐ Gray ☐ Hazel

Name _____
Address _____
City _____ State _____







ONE SICK HEADACHE AFTER ANOTHER



BUT THAT IS ALL OVER NOW

I FEEL grand since I began taking the ALL-VEGETABLE Laxative, Nature's Remedy (NR Tablets). One NR Tablet convinced me . . . so mild, thorough, refreshing, invigorating.

Dependable relief from sick headaches, bilious spells and that tired-out feeling, when caused by or associated with constipation.

Without Risk get a 25c box of NRs from any druggist. Use for a week. If not more than pleased, return the box and we will refund purchase price. That's fair. Try it—NR Tonight—Tomorrow Alright.

Nature's Remedy
NR TABLETS - NR



Margery Kelley's black cartwheel with violets.

HEADING THE EASTER

Flowers and fruit give colorful touches to spring bonnets



Jean Yewell pins her colorful corsage on the lapel of her smart suit.

Vivian della Chiesa's choice is a straw pancake hat in a soft violet shade, set off by cerise flowers.

Elizabeth Wragge, *NBC* actress, is in favor of red poppies atop a chin-strap bonnet of green felt.





EASTER! From the time you were able to walk, Easter and spring have meant one thing above all others to you—a brand new outfit and a new hat! Remember how, even when you were a tiny thing, you went forth bravely in your new finery to march in the Easter parade, rain or shine, snow or sleet? For it wouldn't have seemed like Easter at all if you couldn't wear your new clothes or, at least, that splendid new Easter bonnet! And you might as well accept the fact that you'll never outgrow this attitude.

Easter! The season when the feminine contingent from five to seventy-five puts aside all humdrum, everyday problems and concentrates upon the one question which is uppermost in the mind of every woman at the first sign of spring—the Easter bonnet!

Women everywhere—young and old, in classrooms and offices, in shops and kitchens—have a far away look in their eyes, a slight frown creasing their lovely brows, and it's a sure bet they're thinking: "What kind of a hat do I want this spring? A straw or a felt? A sailor, turban, bonnet or cartwheel? What color shall I choose? What sort of trimming?" But there are two things they've all definitely settled on. The Easter bonnet must be in the latest (*Continued on page 82*)

PARADE

BY WENDY LEE



Betty Glenn wears gobs of cherries on a pert white toyo bonnet type.

A BEAUTY SECRET FROM
NOBILITY AND SCREEN
To Double Your Attractiveness!



"Marchand's Golden Hair Wash lightened my hair simply and effectively . . . and I recommend it to any woman to restore her natural loveliness." . . . SAYS
Countess Eleanora Colloredo-Mannsfeld
Born to nobility, the Countess is descended from the house of Prince Peter Ernst Mansfeld, 17th Century Ruler of The Netherlands.



"If your hair has become dark and dull, take a tip from me! Use Marchand's, as I do, to keep your hair naturally light and radiant."
. . . SAYS *Barbara Pepper*
One of Hollywood's loveliest blondes . . . admired for the golden radiance of her hair . . . appearing currently in
"Hollywood's Stadium Mystery"
A REPUBLIC PICTURE

60% OF ALL WOMEN WERE BORN BLONDE!
. . . But time dulls the radiance of any shade of hair

If your hair is darker now than it was when you were a child, there is new loveliness in store for you. Let Marchand's Golden Hair Wash restore the natural sunny highlights of your hair. It is as though a miracle takes place . . . your whole personality is spot-lighted. Try a bottle of Marchand's Golden Hair Wash today . . . follow simple directions . . . and double your attractiveness, overnight.



MARCHAND'S GOLDEN HAIR WASH
AT ALL DRUG AND DEPARTMENT STORES

Yo SAVE BABY FEET

Don't buy Baby Shoes by Guess!



Stores listed below use this measuring device.

You can be sure of the correct size, provided you buy Wee Walker Shoes. If it is inconvenient to bring baby with you, simply bring along an outline of baby's stockinged foot, taken while standing. The store, with the aid of the measure, will give you the exact size needed. WARNING: Measure is accurate only for Wee Walker Shoes.

Wee Walkers have every practical feature of expensive shoes, yet cost very little. For baby's sake change to new ones often, as baby feet grow very rapidly. The price is low because they are the product of America's largest exclusive infant shoe makers and are *sold in stores with very low selling cost.* Look for them in the Infant's Wear Department of the following:

ACCEPTED by the PARENTS' MAGAZINE

W. T. Grant Co. S. S. Kresge Co. J. J. Newberry Co. H. L. Green Co., Inc. (F & W Grand Stores, Isaac Silver and Bros., Metropolitan Chain Stores, Inc.) G. R. Kinney Co., Inc. Sears, Roebuck Charles Stores Schulte-United Stores Lincoln Stores, Inc.



WEE WALKER Shoes

LOOK FOR THIS TRADE-MARK

MORAN SHOE CO.

CARLYLE, ILL.



This Beautiful, Lifelike **PHOTO RING**

SEND NO MONEY

NEWEST SENSATION! Send any snapshot or photo and we'll reproduce it in this beautiful onyx-like ring. (*Photos Returned*) **50c** (Hand-painted 25c extra)

Indestructible! Waterproof!

Enclose strip of paper for ring size. Pay postman plus a few cents postage. If you send 50c we will pay postage. REX PHOTO RING CO. Dept. MR-7, Box 947, Cincinnati, Ohio.

(Canadian Orders Send Cash)

I MEAN IT! I WANT THE BABY POWDER THAT FIGHTS GERMS



MENNEN BORATED POWDER

Antiseptic

Recommended by more doctors than any other baby powder



DOG SHOW

Genghis Kahn, Great Dane, belongs to rhythm singer Betty Grable and her new husband, Jackie Coogan.



A radio fan gave Marion Talley this huge, snow-white Samoyed, a Siberian sled-dog, named Taz. He accompanies her on daily walks.



Martha Raye, who's heard on the Al Jolson program, is more than fond of her sad-eyed Irish setter, also a swimming enthusiast.



Robert L. Ripley has many valuable possessions in his Mamaroneck, N. Y., home, but he prizes his cocker spaniel above all.



Trouble, B. A. Rolfe's wire-haired fox terrier, has acquired his master's love for music. He and B. A. often have song-fests.

(Continued on page 78)

"Dainty Girls Win Out"

says DOROTHY LAMOUR

PARAMOUNT STAR



HOLLYWOOD'S beauty bath makes you *sure* of daintiness. Lux Toilet Soap's ACTIVE lather carries away from the pores stale perspiration, every trace of dust and dirt. Other lovely stars such as Bette Davis, Irene Dunne, Joan Blondell tell you that they use Lux Toilet Soap as a bath soap, too, because it leaves skin smooth and fragrant.

9 OUT OF 10 HOLLYWOOD SCREEN STARS USE LUX TOILET SOAP

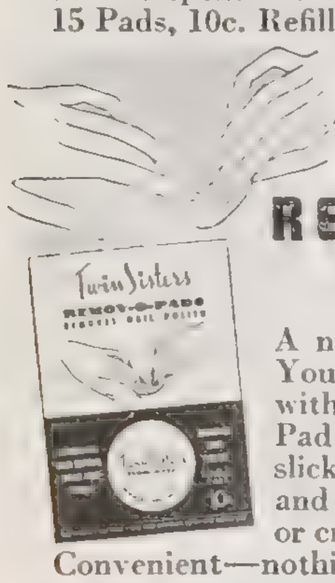
2 SHORT CUTS TO BEAUTY!



Twin Sisters
CLEANSING PADS

Non-drying Instant Facials Anywhere . . . Anytime!

Little pads of cloth saturated with a special *non-drying* lotion. You carry them in purse or pocket for a refreshing, skin-soothing facial after shopping, motoring or sports . . . at the dance, theatre or office. Softens skin. Removes make-up and grime perfectly. Excellent powder base, too. You'll agree they're handy as a hanky . . . indispensable as a lipstick. Compact and 15 Pads, 10c. Refills of 60 Pads, 25c.



Twin Sisters
REMOV-O-PADS

Removes Nail Polish Lubricates Nails

A new nail-beauty treatment! You merely dab your ten nails with a Twin Sisters Remov-O-Pad and off comes the polish—slick and quick! Lubricates nail and cuticle and prevents peeling or cracking. Daintily perfumed. Convenient—nothing to spill and waste. Contains no acetone, non-drying. At leading five and ten cent stores. Try them! 15 Pads 10c.

AT MOST 5c AND 10c STORES

If unobtainable, send direct. (Add 5c to each item for postage and packing). Clark-Millner Co., 666 St. Clair St., Dept. 50-E, Chicago. Sent only in U. S. A.



YOU simply *can't* wear a *hard-base* powder and escape criticism in this day of beautiful women. A *hard-base* powder is bound to show up chalky in one light—dusky in another . . . because *hard-base* powders are made that way.

Lovely Lady Face Powder is winning new friends by thousands, because it contains BALMITE, an exquisite new SOFT-BASE—blends out to harmonize with all these daily variations in light—never looks chalky or muddy in any light.

The one powder for important occasions—when you must *know* that you're just gloriously beautiful!

Try it!—today. Choose your favorite shade. See how evenly and smoothly Lovely Lady goes on—how silky-soft it feels to your skin—and really, how much *longer* it banishes troublesome shine. You'll adore it! At any 10c store—take this coupon with you.

Lovely Lady, Chicago, Ill.

FREE OF EXTRA COST

Take this coupon to any 10c store for beautiful 4 color Spill-proof Compact absolutely FREE with purchase of 10c or 20c box of new Lovely Lady Face Powder. If out, ask for store manager—he can get yours for you.





Helen Lynd, CBS songstress, believes in pets in pairs. A terrier-fancier, she has a wire-haired and an Irish.



Erno Rapee, famous Hungarian conductor, is proud of this German police dog, who is quite camera-wise.



Bob Burns has been trying to teach his collie-shepherd to hunt, but the poor animal seems to be gun-shy.

DOG SHOW



Gabriel Heatter, besides being an authority on news, is one on dogs. He and his Scottie are best friends.

STRAIGHT FROM THE COLD SHOULDER

(Continued from page 21)

Dale Carnegie, who is a big man now, full of ideas about winning friends and influencing people.

This complaint is about something he said on his shaving cream program. Mr. Carnegie, one night, suddenly launched into an ecstatic account of the worth of the product his show sponsors. This was perfectly legitimate, but he went on to say that the company didn't know *that he was going to talk about the cream. He was so crazy about it himself that the words just sprang from his heart or throat and, by George, he was surprised!*

That is being cute. *Radio programs such as these are calculated right down to the tiniest time-fraction, with room for nary a spontaneous comment. They must be, if they are to come out on time. You may be definitely sure that nothing was said on that show which hadn't been set down in black and white on a score of mimeographed copies. Anyone less velvet-gloved than I would say that Carnegie was lying to his audience.*

-◆-

An interesting note comes to hand—it says that Carnegie simply cannot remember the name of a constant radio associate, and at rehearsals he persistently gets the man's name wrong. That must have been before Carnegie heard himself give an air talk on "Four Ways To Remember Names."

-◆-

NELSON EDDY once worked for the advertising firm of N. W. Ayer and Son, in their Philadelphia office. He labored in the publicity department but his boss said he sang too much, so he fired Nelson Eddy.

-◆-

At the conclusion of one of the Edward G. Robinson Tuesday night dramas—those only fair pieces played perfectly by Edward G. and Claire Trevor—he asked several people standing about if they thought his just-performed show was credible.

It seems that in the show the tough guy had failed to testify in a case that mistakenly involved a friend, because at that time the tough guy had been eating crumpets in a restaurant and he didn't want the mob to know about it. Crumpets to him, he said, were like booze to some men. It was fantastically stupid—crumpets, my eye!

Robinson claimed he thought it was perfectly plausible.

-◆-

IF YOU want a ticket *to see* the *Campbell Soup* show, you've got to send them six labels. That's the nearest approach to selling a ticket that anyone's arrived at yet.

-◆-

It would be encouraging to spy one small change in certain of our big, expensive shows. For too long it's been the dull habit of sponsors and producers, once they found a routine that made someone laugh or applaud, to stick to it everlastingly thereafter, with only the [illegible]

-◆-

Take the Fred Allen show. Prove to yourself that you know the [illegible] show by thinking for, let's say, a [illegible] and a quarter. There [illegible] that the show opens—every [illegible]—on a crowd of [illegible] dropping everything to tune in the [illegible] Fred confides Hodge [illegible] ration, the screen is [illegible] Hall News, that sees [illegible] and we're off into a [illegible] cludes the Mighty Allen Art Players [illegible] "guest stars" who, [illegible] changed weekly. Not that Allen [illegible] best of the comics, but he's good in the same ways at precisely the same [illegible] week in, week out. He isn't hittin' [illegible] where they ain't!

-◆-

Allen has made a few additions, such as the Man You Didn't Expect To Meet, who is a person with an unusual occupation; Lucille and Lanny; and orchestra leader Peter Van Steeden's return of the music that was lost at the station break. They're pleasing additions and Fred expects to make more use of Van Steeden as a stooge, but after a few weeks they, too, will become a fixed part of the show.

-◆-

WALTER O'KEEFE was just as bad on his last show. He had sad-voiced men who appeared every week, a newsreel and a horrible and unfunny weekly skit performed by what he called "dramateurs."



Romance Everywhere

with Adventure

PARK & TILFORD'S New Perfume Sensation

Every moment sparkles with gay romance when you wear Adventure perfume. Spicy, provocative, lingering — its caressing fragrance whispers of love, the supreme adventure!

Begin today to live with a new, intoxicating glamour — keyed to the thrill of Park & Tilford's Adventure.

Smart tuckaway size at all ten-cent stores . . .

10c



PARK & TILFORD

FINE PERFUMES FOR HALF A CENTURY

Perfumes

FAOEN

DRY SKIN SOFTENED NEW HOLLYWOOD WAY

WITH THE SAME CREAM THE STARS USE



Here's That Amazing New Cream with Skin Softening Emollients That's Thrilling All America

TAYTON'S CREAM

Floats Away Dirt. Dissolves Dry, Rough Skin. Smooths—Softens. Powder Stays On

★ **EVELYN DAW**

The Lovely star with Jimmy Cagney in "Something to Sing About," says—"I use Tayton's Cream to cleanse and keep my skin smooth and youthful looking."

Test This Thrilling Beauty Discovery UNDER MONEY BACK GUARANTEE

Make your skin smooth and alluring like the Stars do. . . . TAYTON'S CREAM releases precious triple-whipped emollients that cleanse and also dissolve dry, scaly skin cells that cause roughness, your powder to flake off, skin to shine, look parched and old. Lubricates dryness. Flushes blackheads. Rouses oil glands. Helps bring out new, live, fresh skin. Thousands praise it. Get TAYTON'S CREAM at your 10c store, Drug and Dept. Store. Cleanse with it, also use it as a night cream. If your skin is not smoother, fresher and younger looking after first application your money will be refunded.

FREE Also test TAYTON'S new glamour face powder the stars use. Send your name and address and 3c stamp to Tayton Company, Dept. C, 811 West 7th St., Los Angeles, Calif., and generous samples of all six shades will be sent you free so you can choose your most flattering shade, and if you also want the new-glamour lipstick enclose 10c stating color



STRAIGHT FROM THE COLD SHOULDER

(*Continued from page 79*)

These were amateurs reputedly picked at random from the audience. Amateurs, yes; picked at random from the audience, no. Rather, they were selected in advance, usually from friends of the band or organization. Nelson Hesse, O'Keefe's manager, and Walter's brother, were regular performers.

—•—

Allen, O'Keefe and plenty of others might do well to consider the matter of flexibility. And if Allen can't think of a new formula, he might at least stick Hodge White in last.

THE WOMEN OF THE MONTH IN RADIO

THE following ladies were exceptional: GOOD. Jean Dickenson—a coloratura soprano who isn't annoying. Most people don't appreciate the work a coloratura goes through to make those noises. This girl worked her way up through the medium of Lily Pons and Hollywood Hotel. *Further proof that she is good is the news that she has been re-signed by her* American Album Of Familiar Music *show for thirteen more weeks.*

—•—

BAD. Allie Lowe Miles. She herds a bunch of women together and holds a little radio clambake which she laughingly calls a club meeting. Into these meetings she manages to inject a dozen or three commercials in a sweetness-and-light voice that seems to say: "My, my, how did that commercial get in here?" The good ladies who attend, and obligingly raise the roof whenever the sponsor's products are mentioned, can't be so dull as to fail to realize that they are being exploited. But then, of course, they do get a chance to talk over the air!

—•—

GOOD. Mary Astor. One of the very few women who has a voice that rests comfortably on the ear-drums. It is pitched low and has a vibrant, sincere quality that definitely discourages the reproving twist of the wrist at the dial.

—•—

ON one of his Sunday Armco *shows soon, Maestro Frank Simon is going to play the coronation music written by Sir So-and-So for Edward the VIII's coronation—the one that never came off. The music has not been played in England . . . An English teacher at the Berlitz School of Languages was engaged to teach Tino Rossi, the singer, English lyrics. The first song he brought her was* Bei Mir Bist Du Schoen, *and she had to dig up a shipping clerk to teach* her . . . *Artists shouldn't stoop to pleading with the listener to rush out and buy their sponsor's product so that they can stay on the air. . . . Alice Cornett, of the* Coca-Cola *show, sings at the Bowery Mission, regularly. . . . Eddy Duchin has been giving Jose Iturbi lessons in hot piano. . . . There's a bit of humor in the announcement that precedes Hollywood commentator George McCall's airing. The sponsor wants it understood that he is not responsible for what McCall says. Funny because McCall, unlike the vitriolic Fidler, goes in for mild, press-releasy chatter. . . . Phil Baker wants to stay West because he thinks the movies have a crying need for him. . . . S. S. Van Dine is writing a murder-mystery movie for radio's Gracie Allen. . . . Ray Noble is returning to England in April for the summer, and so one of the world's best stooges is gone. Jan Garber will probably attempt to replace him. . . . Be prepared to see lots of shows go off the air this summer if business hasn't picked up by spring. . . . Jimmy Durante is a "guest artist" who always sounds the same. He could use fresh material. . . . Arlene Harris, of the Al Pearce show, is probably the only radio artist who doesn't use a script. She learns her lines in nothing flat.*

—•—

RADIO has a curious, hypocritical way of dubbing the extra performers hired to work on a show, "guest stars." They're no more *guests* than you are the *guest* of the man you work for.

That's why it's so silly for radio people to "oh" and "ah" at the perfectly divine way Josephine Doakes gave up her parties to rush over and help Al or Bing—when, in all probability, her agent had to fight for two hours to get the paltry $2,000.

—•—

When is a guest not a guest? When Lyn Murray's seven-piece chorus made their eighth appearance as guest stars on Al Pearce's show, they fell out of the visiting class with a bang. Al was almost entitled to permanent possession, and we're entitled to say they weren't *guests*—they were haunting the program!

—•—

Hollywood shows are going in too heavily for vicarious mention of local spots that don't mean much to us. The Brown Derby, the Trocadero and Pomona may be the big thing in California, but to the country-at-large they mean little.

BIOGRAPHY IN BRIEF

ARCH OBOLER: He has been writing scripts for the air for the past four or five years with more than considerable success. His most notorious effort was a piece called *Adam and Eve*, and it was played by a blonde named West and an actor named Ameche, with sound effects by irate listeners and program notes by the FCC.

He is a Chicago boy who took up the pen when he was ten. He didn't exactly take the world by storm with those pristine efforts, but he did gain some local fame as a naturalist.

This activity aroused his father to take up a stout paddle that he had lying around for just such an emergency—a wise precaution, since the young naturalist kept a small colony of turtles, tortoises, frogs, toads, salamanders and snakes in his bedroom. It was the little dears' foraging expeditions into Papa Oboler's bed that prompted the active use of the paddle.

Like most people, Oboler studied just exactly the opposite of what he intended doing after school. He majored in engineering, ended up writing. He modestly

says: " . . . . . or should I say, ended *down* writing?"

He has a collection of two hundred Arch Oboler short stories and a novelized biography of the late Tex Rickard. Also a whale of a lot of top-notch air script work that first got him national notice when he did one for Freddie Bartholomew, Billy Halop and Lester Jay (it was called *Rich Kid*), that proved instantly successful over the *Fleischmann Hour*. He did a popular Irene Rich series that offered a definite contrast to a long and spooky series of his that kept the Mid-West frightened, but calling for more.

He collects *NBC* page boys' names because he says names for his characters are hard to find. He is about twenty-nine, a graduate of the University of Chicago and is married to Eleanor Helford, a Chicago co-ed, who consented to a honeymoon to be spent touring haunted houses.

You hear his work on all of the best programs. His latest piece was a Lincoln story called *Bright World*, for Walter Huston.

—•—

It was just a year ago that Richard Himber, who insists on being called "Mr.," wrote a tune called Farewell To Swing, *and accompanied it with a rousing prediction that "swing" was dead. The* séance *Professor Goodman conducted at Carnegie Hall must have given him a ghostly chill.*

—•—

THAT worthy maestro, Erno Rapee, says that in his 14,000 mile musical hike over the country, he found that our leading symphony societies are: 1. Growing; 2. Financially sound; 3. Appreciated; 4. In-



Joe Penner may be quite the clown on the air, but he's far from it in the kitchen, since he's an excellent cook.

debted to radio for this happy state of affairs.

—•—

It's due not only to the big symphonic shebangs put on by *NBC* and *CBS*, but also to the efforts of Dr. Joseph E. Maddy, who teaches a comparatively small class of 200,000 via the radio, and Mr. Ernest La Prade, who invites people and groups sitting at home to play along with him while he and his orchestra delineate the classics.

This is one phase of the more-or-less baffling problem of radio educational activities that has been well solved.

—•—

A friend of ours—through the kindness of a friend of his who was a friend of the fight promoter—was allowed to pay $11.50 for a third-row seat at a Madison Square Garden fight.

But most of us unlucky dogs had to be contented with the solid comfort of a big easy chair, glass in hand and slippers on feet—had to consent to pass up the jamming, pushing Garden crowds and, of course, to save that $11.50.

Then, perhaps, we saw the fight films next day to check up on what we had heard the night before. That's radio for you!

—•—

The Stroud Twins are still bad.

—•—

EDDIE Cantor makes an impassioned plea to the Boy Scouts of America to remember that they're the backbone of the nation, and permits Jimmy Wallington to slip in effeminate, lavender bits.

—•—

Radio listeners to Mr. Hendrik Willem Van Loon should be grateful for two things—his interesting, intellectual discourses, and his inability to draw pictures over the air.

Most proposals happen in the Spring!



SEASONS FOR PROPOSALS

SPRING

SUMMER

FALL

WINTER

The above chart is based on a recent survey among a representative group of young women. However, romance may come at any season to the girl who is truly charming.

Be especially careful about daintiness NOW

Romance is in the air now! So be careful to avoid the fault that *kills* romance . . . perspiration odor from underthings.

Everybody perspires, especially in warm weather. Undies absorb odor . . . but we *needn't* offend.

AVOID OFFENDING: Lux lingerie after *every* wearing. Lux whisks away perspiration odor. Keeps colors and fabrics new looking, too!

Avoid soaps with harmful alkali and cake-soap rubbing. Lux has no harmful alkali. Safe in water, safe in Lux. Buy the economical big box.

LUX

removes odor—keeps colors lovely

DON'T BE A

"MARKED" GIRL!



*DISFIGURING BLEMISHES NOW SO EASILY CONCEALED!

SKIN BLEMISHES need no longer be embarrassing. Untold numbers of smart girls have learned this simple secret of always having clear-looking, lovely skin despite unexpected or permanent blemishes. HIDE-IT conceals pimples, birthmarks, freckles, scars and all discolorations. Waterproof—won't easily rub off—lasts all day until removed. Four flesh shades. Cream or Stick $1 at Department and Leading Drug Stores. 10c size at Ten Cent Stores.



MAKE THIS SIMPLE TEST

Apply HIDE-IT on the blemish. Let dry. Dust with powder, apply usual make-up.



Now! See how completely blemish has been concealed. See how marvelously clear and flawless your skin looks. You'll never be without HIDE-IT!



Hide-it

HIDES SKIN BLEMISHES

Clark-Millner Co., Dept. 15-E, 666 St. Clair St., Chicago

Please send me free Story Booklet "Marked Girl." I enclose 10c (Canada 15c) for sample "Hide-it" ☐ *Cream* ☐ *Stick*. Check shade: ☐ Light ☐ Medium ☐ Brunette ☐ Sun Tan.

Name ..... *Town* .....

Address ..... *State* .....



Alluring Hands with the NEW

LADY LILLIAN CREME NAIL POLISH

Are you sure your nails are as lovely as they can be? Try the new stay-on-a-week Lady Lillian Creme Nail Polish and revel in its fashion-right shades. Ask for Lady Lillian Rust, Robin Red, Old Rose, Thistle, Cloverine, Tulip Red, or Windsor Rose. The trial kit shown contains Nail Polish, Remover, Nail White, Manicure Stick and Cotton .... all for 10 cents and is on sale at 5 and 10 cent stores.

Approved by Good Housekeeping

SPECIAL 3c TRIAL OFFER

For single generous trial bottle send this ad and 3c stamp to LADY LILLIAN, Dept. M-12, 1140 Washington St., Boston, Mass. Specify shade you prefer.

HEADING THE EASTER PARADE

(*Continued from page 75*)

style and it must be becoming!

Sometimes, in past years, the choosing of a new spring hat has been difficult and the styles hard to wear. But this year, the only difficulty you'll meet will be in resisting the temptation of buying one of everything! For fashion has scaled new heights in bringing us beauty of color and flattering lines, making it a simple matter for every woman to find the color combinations and styles most becoming to her individual self.

Indeed, the word *hat* seems a very prosaic term to describe what we'll be wearing proudly on our heads this Easter. But—call them hats, chapeaux, creations, or make up a new word if you like—the millinery creators have outdone themselves in giving us veritable confections of beauty from which to choose.

The hats shown on page 74 by five lovely *NBC* stars, are just a few of the gay and flattering styles for your Easter parade. I have selected this particular quintet, not only to illustrate the variety of shapes, but also to point out and emphasize the importance of color and use of flower and fruit decoration to give a colorful effect.

Margery Kelley, *NBC* actress, has chosen flowers for her color accent. Her large cartwheel of black croquille straw has a crown of white violets, and a bandeau of the flowers outlines her forehead under the brim. Howard Hodge designed this hat, which Margery ties securely under her chin with a black grosgrain ribbon. She carries out the flower motif with one of the new flower clips in yellow gold and brilliants fastened at the neck of her black crêpe afternoon dress.

The cartwheel type is perfect for afternoon and informal evenings, and Margery plans to wear hers right on through the summer, making it the basis for many smart black and white costumes. The chin strap, a flattering device which is becoming more and more popular, serves a practical purpose here. You all know what happens to a big hat when there's the slightest bit of breeze!

The cartwheel is extremely flattering to all but a slender face. However, only girls of average height or over should wear an extremely wide-brimmed hat, as it tends to make the shorter girl look too squat, like a walking mushroom, in brief!

If you don't like ties under the chin, wear a pancake like Vivian della Chiesa's, with the ribbon in back. This *NBC* radio singer has chosen her spring chapeau in a soft shade of violet, with cerise flowers forming the crown. The grosgrain bandeau which ties in the back is cerise, too.

The hairdressers want you to pile your hair up high, and if you're going to adopt this newest hair style, you must be sure that your hat will show it off to best advantage. Vivian's hair is dressed in a moderate form of the "piled high" mode, but could be as high as she likes under this hat. The pancake, or plateau silhouette, is generally becoming to either hair style and to all types of faces.

You must have flowers on you this spring. If you don't want them on your hat, then do as Jean Yewell suggests. Jean, who sings with Roy Campbell's Orchestra, follows the Easter vogue for flowers, too, but she places her corsage on the lapel of her smart tailored suit. Especially designed for her by Trepel, the colorful bouquet is made of deep pink quince blossoms, African daisies, little white sprigs of budlea, and the spiky, bright orange and blue bird-of-paradise flower. Truly a breath of spring!

Of course, I'm not suggesting that you wear a corsage of fresh flowers every day, (unless you have your own garden, and then there's no excuse). Your best beau may voluntarily send you a corsage on Easter Sunday, or perhaps you can wheedle him into it, but the rest of the time, when such tokens of affection are not available, exercise your ingenuity in making up your own bouquets of artificial flowers which, by the way, are now so natural looking that you have to smell them to see if they're real! And even then you'll be fooled sometimes, because they come all perfumed, each with its individual aroma.

Jean Yewell's turban, in two bright shades of heavy crêpe, is cleverly draped in a way to make the best-turned-out rajah envious. Worn with matching gloves and the bright posies, it provides the required color accent for her brunette beauty and her dark tailored suit and white blouse.

If you're looking for the perfect all-around hat, comfortable and easy to wear, you can't go wrong with a turban. *But,* if you have an especially round, full-moon face, then skip it!

Instead, look for something like the hat chosen by Elizabeth Wragge. Betty, who is Peggy in *NBC's Pepper Young's Family*, has taken the term "Easter bonnet" quite literally, and will head the Easter parade in her charming bright green felt bonnet, designed by Sally Victor. The crown is topped by bright red silk poppies, whose green stems trail gracefully down the back. Spring zephyrs won't blow this little bonnet off Betty's head, for she ties it securely under her chin with a green grosgrain ribbon.

And, incidentally, you will note that even though it may be slightly chilly on Easter, both Betty and Vivian della Chiesa are prepared with their new baum marten very-brief boleros with three-quarter sleeves. This newest type of fur garment will dress up a spring suit, add a flattering touch of warmth to a spring street dress, and later on will serve as the perfect summer evening wrap! What more could you ask of one little bolero?

Flowers aren't the only means used for lending a colorful touch to your spring ensemble. If you want to be very unusual, try a bunch of fruit instead. Betty Glenn, young *NBC* actress, wears a white toyo bonnet with gobs of cherries hanging down the side. This hat, designed by Forbes-Casey, has the minute crown that carries out this season's verdict of "down with hats!" The crown, which is flattened to the barest minimum, is circled with a narrow band of black velvet.

This is another type of hat that can be worn with any style hair-do, and the shape is charming above a delicately oval face

like Betty's. You will readily see that a hat with so elaborate trimming as this could not be worn very often before everyone would recognize you blocks away. But, underneath its present weight of cherries, it's really a basic hat, readily adaptable to other trimmings of feathers, flowers or fruit, and would even be charming without anything.

Many of you will fall so in love with a certain hat that you'll build your entire spring ensemble around it. If this is the case, I only hope that the hat you become enamored of will be suitable for your type; that if you're tall, you'll choose a brimmed model; if you're short you'll take one home that won't dwarf you by its bigness (surely, much as you liked *Snow White's* seven little pals, you wouldn't want to look like one, would you?)

The new up-swept brims are especially becoming to short girls, giving an illusion of height and allowing you a brim without its seeming to press you down into the pavement. The sailor, spring's old favorite, will be found in a variety of forms, so that it can be worn by all types. There's the tiny Gibson Girl sailor, particularly fetching when trimmed with a veil which ties under the chin in a large bow, good for the half-pint. Tall girls will favor the Spanish sailor with its wide brim, gently tilted, being shown with a chin strap to hold it firmly on the head. Lovely Lucille Manners, *NBC* singing star, has a navy blue regulation sailor of rough paillasson, simply trimmed with a blue grosgrain ribbon. Lucille wears this slightly back on her head, with the veil coming down under her chin and tied in back, giving her a charming little-girl look.

If you're buying your hat to go with your costume, be sure that it fits in with the spirit of your ensemble. For a tailored suit, choose a turban, a rolling breton, a sailor, or tri-corne. Have your colored trimmings, by all means, but don't let them be too elaborate. Dressier ensembles, the costume suit, fur-trimmed coat, or tuxedo coat worn with a fur scarf, call for the various forms of the bonnet, the pancake, the wide-brimmed hat. If you're only going to have one hat for this costume, better not get one that's too big. A modified version of the cartwheel won't bore you so quickly. If you go in for especially striking trimming, be sure that you can remove it later on and substitute a new one.

Buying your Easter bonnet is certainly going to be great fun this year. And wearing it will be even more enjoyable, for the tips from these stars will put you right at the head of the Easter parade!



Announcer Thomas Freebairn-Smith and Conductor Josef Pasternack at a spaghetti party recently given by Jeanette MacDonald, who cooked the food.





Ginnie-Lou VITAMIZED
FINGER NAIL CLEANSING PADS

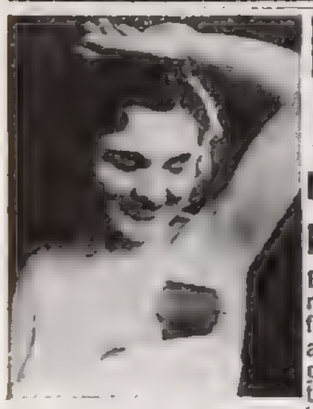
You'll enthuse about these handy new ready-prepared pads which remove old nail polish in a jiffy—no liquid, no fuss, no muss. These unique pads also contain Vitamin "F" and oils to condition your nails against brittleness.

Get a handsome jar of pads today and start manicuring the easy way that saves your time.

10¢ and 25¢ PACKAGES

110

STA-RITE CO., SHELBYVILLE, ILL.



REMOVE HAIR without razor, liquid paste or powder 25c

Baby Touch Hair Remover is the new, amazing way to remove hair from arms, legs and face—quickly and safely. Used like a powder puff. Odorless, painless, better than a razor. Baby Touch leaves the skin soft, white and restores youth and beauty to the skin. Satisfaction guaranteed. At drug and department stores or send 25c for one or $1.00 for five of the Baby Touch Pads. Baby Touch Mittens (Two sides) 35c each, 3 for $1.00.

BABY TOUCH HAIR REMOVER CO.
2325 Olive. St. Louis, Mo.

Many Never SUSPECT Cause of Backaches

This Old Treatment Often Brings Happy Relief

Many sufferers relieve nagging backache quickly, once they discover that the real cause of their trouble may be tired kidneys.

The kidneys are Nature's chief way of taking the excess acids and waste out of the blood. Most people pass about 3 pints a day or about 3 pounds of waste.

Frequent or scanty passages with smarting and burning shows there may be something wrong with your kidneys or bladder.

An excess of acids or poisons in your blood, when due to functional kidney disorders, may be the cause of nagging backache, rheumatic pains, leg pains, loss of pep and energy, getting up nights, swelling, puffiness under the eyes, headaches and dizziness.

Don't wait! Ask your druggist for Doan's Pills, used successfully by millions for over 40 years. They give happy relief and will help the 15 miles of kidney tubes flush out poisonous waste from your blood. Get Doan's Pills.

IT'S MY HUMBLE OPINION

(*Continued from page 7*)



Harmony for two—Tito Guizar and Mitchell Leisen, director of Paramount's *The Big Broadcast of 1938*, do some impromptu harmonizing between scenes. Tito seems to have forsaken radio for pictures. He's now scheduled to be in *St. Louis Blues*, which also will feature George Raft and Charles Butterworth.

the field of entertainment. Perhaps the simple explanation for hostile feeling toward me is that I was one of the first to demonstrate the power of radio; that the circumstances attendant on my success were so unorthodox that it is difficult for my confrères in the entertainment world, and those of the Fourth Estate, to reconcile themselves to the fact that one so apparently untalented, so irregular in type, should, through an entirely different method and procedure, become popular with a portion of the public, *and remain so.*

MEMORIES

LOOKING through an old diary (it was more of an address book than a diary), I ran across the names of Tommy Dorsey and Bunny Berigan; the former listed under "trombone," the latter under "trumpet." Beside their home addresses their ability classification was listed as "Double A."

Those were the days when the boys played for me as instrumentalists (and first-rate ones they were), little realizing that they were both to become leaders of two outstanding American bands.

A FIRST THRILL

When I received my first book of checks with my name printed on each one—simple but gratifying.

PROBLEM

A MOMENTOUS decision, facing all of us who live by our vocal cords, is whether or not tonsils should be removed.

There are many physicians and surgeons who say "yes," that when a tonsil is badly infected, filled with pus, it should be removed. The other school is equally vociferous in its belief that under no circumstances should a tonsil be taken out of the throat. That school says that they are there for a purpose, *i.e.* to act as a filter to prevent dust, bad air and impurities from going into the system. This school contends that if one had a boil filled with pus, on the arm, one would not remove the arm itself.

But perhaps the most serious part of the problem is the question of whether the removal of tonsils affects the muscles of the vocal cords, thereby shortening the vocal register. I have often wondered whether or not *my* vocal range might be superior to what it is today had I not had my tonsils removed some sixteen years ago.

This decision confronted a young lady singer whom I know, and when she appealed to me for advice I sent her to physicians representing both schools of thought. I felt that the final decision should be hers.

TO A BUDDING MASTER OF CEREMONIES

ALTHOUGH audiences are receptive, even enthusiastic, about such stock words as "swell," "terrific," etc., one may secure the admiration, respect and attention of an audience by the use of good English and good grammar.

There are those who would have you

believe that, in these modern times, only the "folksy" type of introduction or comment—with the use of omnibus* words such as "swell" and "terrific"—finds favor with the public.

**Meaning that they take in everything and are used in place of many other words: swell show, swell girl, swell food, swell music, swell perfume, swell car, swell game, and so on, when they might much better have used: delightful show, charming girl, delicious food, intoxicating perfume, powerful car, thrilling game.*

—◆—

Personally, I am of the belief that the same audience which passively accepts this type of introduction, paradoxically, has increased respect and admiration for the individual who dares phrase his thoughts in good grammar and words of more varied and exact meaning.

In other words, the audience at Loew's State Theatre might have apparently accepted the introduction previously made by a master of ceremonies and spoken as follows: "This, Ladies and Gentlemen (it's always 'Ladies and Gentlemen'!), is a tune which we introduced from this stage. We think it's swell, and your terrific raves about it have made it a hit."

This same audience would have increased respect and admiration for the man or woman who dared to speak something like this: "This composition (note the absence of the customary 'Ladies and Gentlemen'!), due to its unusual construction and intriguing qualities, together with your enthusiastic reception of it, has become the most popular song of today."

I AM listening at this very moment to an introducer who says: "A man who has written some of the most terrific hits in years, take a bow, will ya, Al?"

—◆—

THERE are those who would have you believe that today it is not wise to use the King's English. My plea to any individual who is capable of expressing himself intelligently, colorfully and in a grammatically correct fashion, is not to be ashamed of your knowledge of better grammar and English because of an apparent demand for "folksy" and slangy speech!

TIP TO SONG WRITERS (AMATEUR)

Too many amateur song writers have been encouraged by the fact that their friends left the theatre after the home-town musical play humming their songs, especially the last one. Upon investigating the phenomenon that the audience invariably hums or whistles upon leaving the theatre, it is found that the last song heard seems to impress itself indelibly upon the audience. This is an obvious psychological observation. The *last* musical composition we have heard seems to linger longer.

UNIMPORTANT NOTE

IT is not particularly important, but it might be interesting to know that many of the musicals you see, especially those produced by Warner Brothers, have office doors bearing the names of actual Warner executives, especially those who have New York offices. Sometimes they are used correctly and accurately, but sometimes they denote the office of the man in an entirely different profession, not belonging to the organization.

There have been several Warner Brothers productions where the actual writers of the picture's songs were the ones who played them for the man enacting the rôle of producer or director.

In one of Alice Faye's 20th Century-Fox pictures, two of the song writers, who wrote the songs in the film, demonstrated them to her in the story.

So, note carefully the names which appear on doors in office sequences. If you know the names of actual Eastern executives, such observations should amuse you.

GOOD "VARIETY" HEADLINE

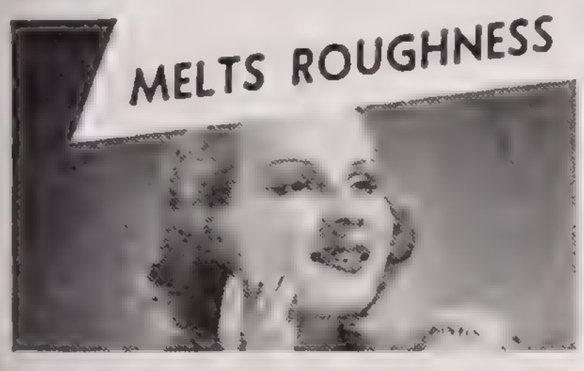
"CLOSE Tab On Gab"—meaning close supervision of the commentators who have been giving the public the "low-down" on studios, artists and executives.

INCONSISTENCIES

ATHLETICS, in general, have always stood for cleanliness and all that is fine, clean and noble. Yet, why is it that, at most indoor athletic conferences, cup presentations and meetings not actually for the performance of the game itself, the bad ventilation rivals that of poorly-ventilated night clubs?

Only recently I attended the awarding of a cup to an outstanding football player. The windows were closed tight in the gymnasium where it took place. Nearly everyone was smoking. The air was blue

(Continued on page 88)





Now—with the active "Skin-Vitamin" it NOURISHES Skin, too

A CREAM that is powder base and nourishing cream in one! The new Pond's Vanishing Cream is a revelation to many women.

It is positively not a grease cream . . . It positively does not come out again in a "goo" . . . It holds your powder faithfully . . . *And*—it contains that blessed "skin-vitamin" which nourishes the skin and improves its texture!

The new Pond's Vanishing Cream with "skin-vitamin" in it is grand as ever for melting away little roughnesses and smoothing your skin for powder. And is *never drying!* Use it for overnight after cleansing and in the daytime under your powder. Now Pond's Vanishing Cream with "skin-vitamin" is nourishing your skin while it is holding your powder! Its use helps to make skin finer and lovelier, fresher.

Same jars, same labels, same price . . .

Now every jar of Pond's Vanishing Cream you buy contains this new cream with "skin-vitamin" in it. You will find it in the same jars, with the same labels, at the same price.



Miss Margaret Biddle

"I always did love Pond's Vanishing Cream for powder base. But now as nourishing cream, it is too perfect for words. Such a light, greaseless cream to use on your face at night!"

Tune in on "THOSE WE LOVE," Pond's Program, Mondays, 8:30 P.M., N.Y.Time, N.B.C.

SEND FOR THE NEW CREAM!

TEST IT IN 9 TREATMENTS

Pond's, Dept. 9RS-VS, Clinton, Conn. Rush special tube of Pond's new "skin-vitamin" Vanishing Cream, enough for 9 treatments, with samples of 2 other Pond's "skin-vitamin" Creams and 5 different shades of Pond's Face Powder. I enclose 10¢ to cover postage and packing.

Name_____

Street_____

City_____ State_____

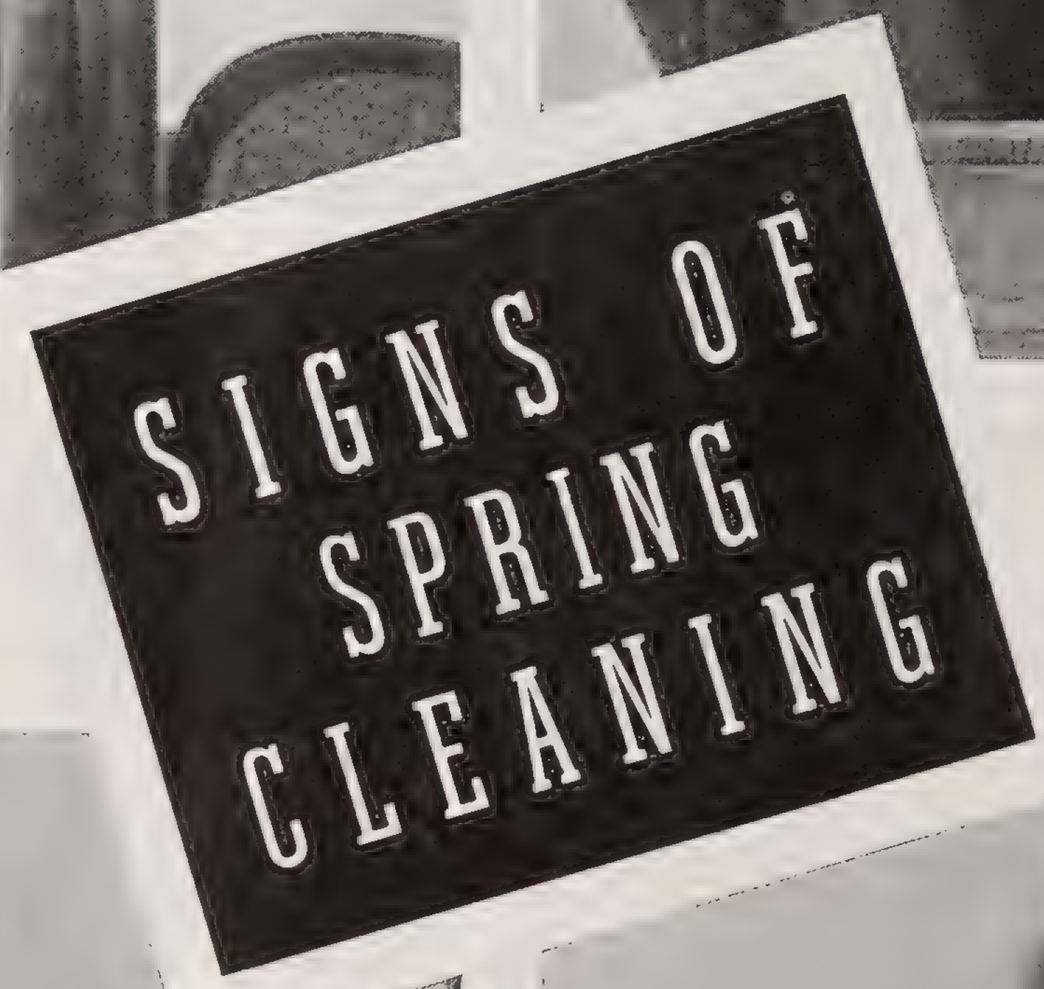
Copyright, 1938, Pond's Extract Company



(Above) Bette Wragge, who plays Peggy Young in *Pepper Young's Family*, takes down the winter drapes. *(Below)* Curtis Arnall, who is Pepper Young, owns a country store in real life. He is preparing for a spring sale.



(Above) Jack Roseleigh, Father Sam Young, isn't too happy at the prospect of beating rugs and packing away shoes, et al. *(Below)* Betty is putting her winter clothes in mothballs, preparing for spring.









The Roseleigh workshop is equipped with tools for all manner of purposes. Jack must hurry to finish those bird houses for spring.

Out comes the old fishing tackle, and a broad smile on Jack's face. Soon the trout will be biting and Jack's mind will wander from his air work.

Marion Barney, who plays Mother Young, vacuums furniture with a vengeance. The whole *Young Family*, it seems, is ready for spring.







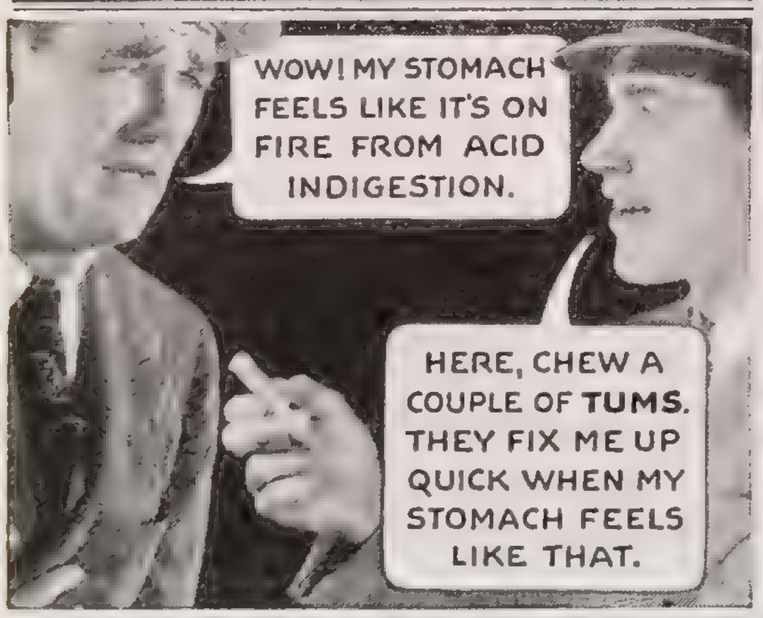
because her soft, young hair enchants him

● In courtship or marriage—a girl is irresistible when she has alluring hair—lustrous, youthful hair, as only Admiracion gives you. New, and entirely different, Admiracion is the *only* Oil shampoo that lathers. Its rich, creamy foam floats away all dirt, dandruff and dulling film... rinses away in clear water—and leaves your hair delightfully clean, soft, more manageable and more radiantly beautiful than ever before! Get Admiracion today at drug, department and 10¢ stores.

Should you prefer an oil shampoo that makes no lather, ask for Admiracion Olive Oil Shampoo in the RED package.

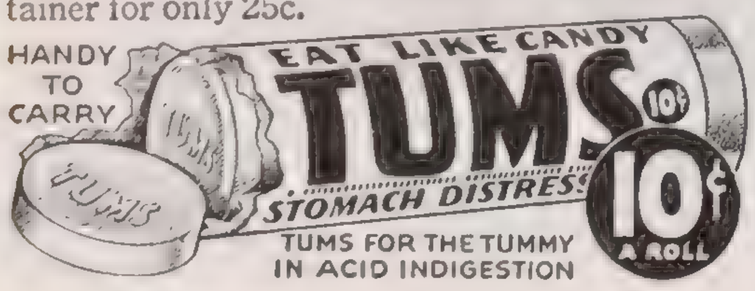


ADMIRACION
FOAMY OIL SHAMPOO



HERE'S AMAZING RELIEF FROM ACID INDIGESTION

YES—TUMS, a remarkable discovery brings amazing quick relief from indigestion, heartburn, sour stomach, gas, and constant burning caused by excess acid. For TUMS work on the true basic principle. Act unbelievably fast to neutralize excess acid conditions. Acid pains are relieved almost at once. TUMS contain no laxatives; no harmful drugs. ***Guaranteed to contain no soda.*** Over 1½ billion TUMS already used—proving their amazing benefit. Try TUMS today. Only 10c for 12 TUMS at all druggists. Most economical relief. Chew like candy mints. Get a handy 10c roll today, or the three roll economy package with metal container for only 25c.





While Rudy was on the Coast, Priscilla and Lola Lane watched him sign the famous *Hollywood Hotel* register. Notice that Rudy writes with his left hand

(*Continued from page 85*)

with the resultant smoke, and the acrid and pungent odor, which is a result of its being expelled from the lungs with carbon dioxide.

For years, miners, on entering a coal mine, have taken along a canary in a cage. The canary, being extremely sensitive to bad air containing gases, reacts instantly. I have often believed that I could have been used as a human barometer to warn people when the air they were breathing was unsuitable. So sensitive a throat and nose lining have I, that it is only necessary to take a sniff or two to conjecture the probable effects of a room's air.

—✦—

Even when the exposure is short-lived, breathing bad air has a deleterious effect upon the human system. An hour's exposure to a room filled with hot, smoky, impure air has resulted in almost the complete loss of my singing voice on several occasions.

We are told about the bad air at the Versailles Conference where, for the most part, old fossils who had over-eaten and imbibed freely of wines, made matters worse by puffing on pipes, cigars and cigarettes until it was impossible to see a man five feet away because of the lack of ventilation. Their empty heads, already drained of blood which had rushed to the stomach to aid in digesting the excess contents, were addled enough, but the impure air put the finishing touch on their half-awake minds.

Of course, we would expect this condition at a World Peace Conference. The food and smokes cost them nothing, and they were only engaged in parceling up the world.

But one would naturally expect that, no matter what might be the case elsewhere, scenes of athletic events would be models of hygienic perfection—but I found that they were not!

STUPID

THE sign inside a New York taxi: "Rely On Your Brakes Instead Of Your Horn!"

Frankly, if I had to choose, I would rather rely on my horn. To me the wise driver is he who uses plenty of horn despite Father Knickerbocker's anti-noise campaign, and who depends less on his brakes. Many accidents, especially at intersections, might be avoided if each motorist would let the other know *by generous use of the horn* that he is approaching. To be honest, I have often wondered why automobile manufacturers put horns in cars any more. Most of my friends rarely use them, much to my annoyance and disgust. The horn has a specific purpose, and I decry this stupid taxi injunction.

CRIME

THE headlines in the California papers concerning the bombing of Detective Raymond—in charge of the clean-up of vice here in Southern California—and subsequent revelations, conclusively demonstrate the fact that organized crime is *really* organized.

I am indebted to one of my fan clubs for the gift of a book at Christmas time, which expresses more perfectly than anything I had previously read, the organized crime situation with which our country is confronted at present.

—✦—

COURTNEY RILEY COOPER in his summary of the fall of the United States to the racketeer and criminal. Here's To Crime, *has written the finest epic of its kind. Further than that, he has had the courage to lay the fault at the door of those who are truly to blame.* And that door is yours, Mr. & Mrs. Public, because of your apathy toward racketeering and crime in general.

He mentions names, specific instances, cities and officials. He dares to charge

them, in no uncertain terms, with whatever fault or crime that may be accurately laid at their door. It is, indeed, as the publisher says, a complacency-destroying book for self-satisfied and smug American citizens, who believe the United States is well policed and free from crime. This book, its fast-moving description of every type of vice and crime known to the depravity of man, should shake to the foundation every honest and righteous, law-abiding reader.

IT is a pity, indeed, that our PWA and WPA Projects could not be enlarged to accomplish something much more worthwhile than many of them have to date. By aiding in the distribution of this book to millions of people throughout the country; by compulsory teaching of it in grammar or high school, they would accomplish more than all the money spent upon that hapless slogan, "Crime Doesn't Pay," has ever done. In the language of Cooper, who is an authority on his subject, crime *doesn't* pay for the punk or the small fellow who hasn't the wherewith-all to secure an expensive lawyer; to tamper with the jury and to fix all of those who can be fixed. But for the big shot, who is able to do all these things, crime does, indeed, pay.

ROSCOE ATES tells of his experience in an English theatre during a performance he was giving. It seems that Roscoe, on noticing anyone walking out during his act, always yelled at them as they walked up the aisle: "Hey! Where do you think you're going? You can't walk out on me like that!" But on one occasion, to his intense embarrassment, when he had hurled his usual phrase all in fun at a man and woman going up the aisle, the man turned and said, in an apologetic tone: "I'm sorry, sir, but we have three children and they are waiting for us to put them to bed early, but another night we will leave them with a neighbor and come back."

TURNABOUT

THE annoyance of Mr. Richard Watts (New York Herald-Tribune dramatic critic) on seeing, under his own name in his own newspaper, a review of a show written by someone else. I honestly thought the review was better than Mr. Watts' own review of that show.

Most embarrassing of all, it was a mistake made by an employee of his own paper. Perhaps Mr. Watts now knows and appreciates how the layman feels when he finds something in the newspaper written about himself which is completely untrue and about which nothing can be done.

ABSURDITY

SIGN in a California gasoline station: "Don't Pay Cash—Pay On Your Own Terms."

Such an idiotic statement as this is comparable, in its asinine stupidity, only to the plowing under and destroying of crops.

DON'T forget that I look forward to reading your reactions to my opinions, which may not coincide with yours. After all, the very title of this column tells its own story—"It's My Humble Opinion!" Address me care of RADIO STARS MAGAZINE.

Adios!

Stunning Shelving STILL 5¢



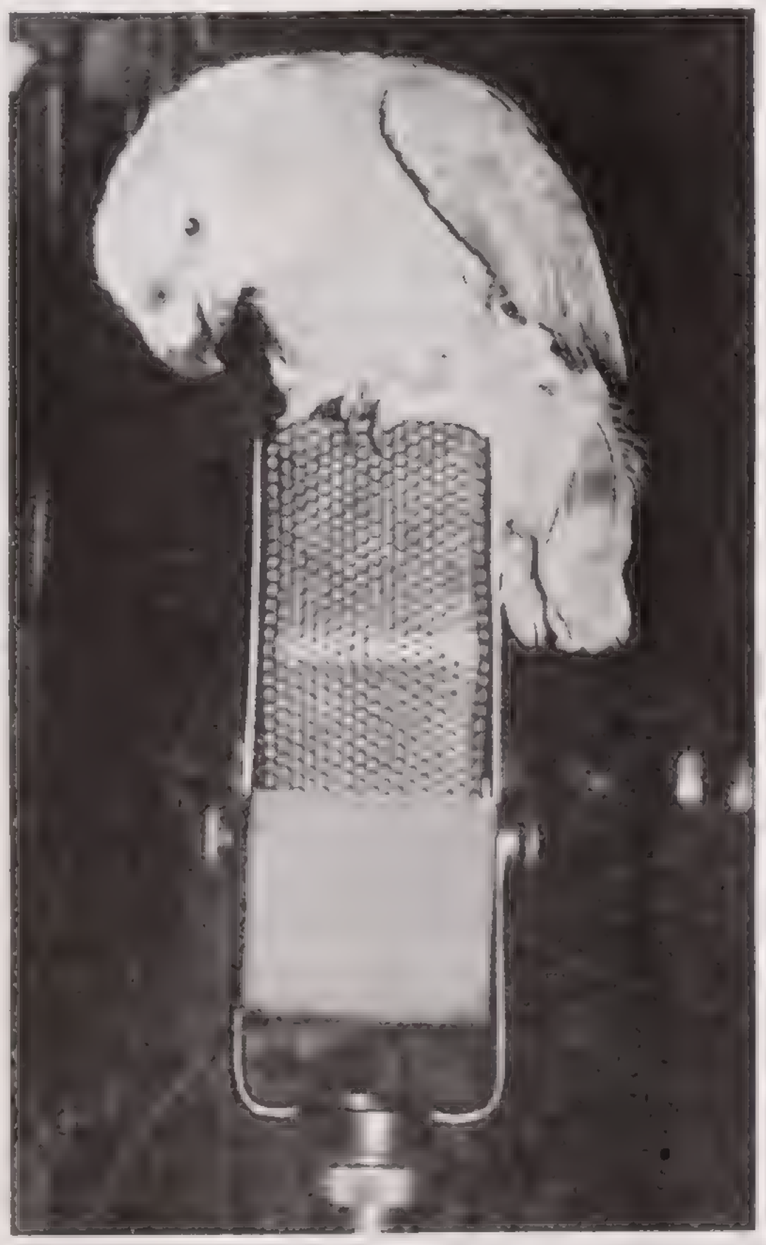
ALMOST EVERYTHING you buy costs more these days... but you can still trim and protect shelves with beautiful Royledge *for a nickel!* And this strong, double-edge shelving lasts a whole season, doesn't frazzle, curl up, catch dust or get limp. No laundry costs either; once up, stays up.

Your nearest 5-and-10¢, neighborhood or department store has slews of smart new Royledge patterns and colors, decorator approved, at 5¢ for the 9-ft. package. (10¢ sizes, too.) *Millions* of thrifty women use it... many who could afford extravagant, fussy shelving. Try Royledge once; *you'll never change.* Roylace, 99 Gold St., B'klyn, N.Y.

9 FT. 5¢ "FEEL THE EDGE"

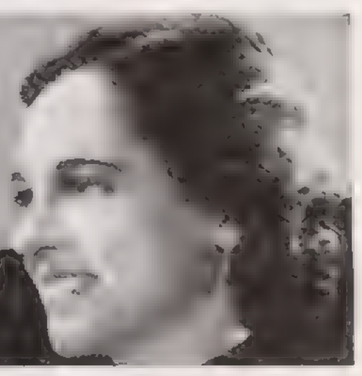
Royledge SHELVING

REG. U.S. PAT. OFF.



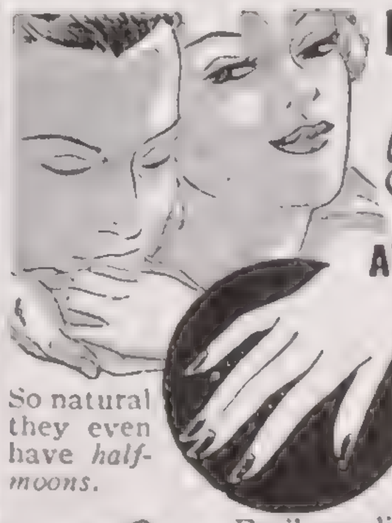
After many encouraging experiments, *NBC* hopes for success this spring in broadcasting its "talking parrots."

Don't Worry Over GRAY HAIR



BRUSH IT AWAY THIS EASY WAY

● At home—quickly and safely you can tint those streaks of gray to lustrous shades of blonde, brown or black. A small brush and BROWNATONE does it. Guaranteed harmless. Active coloring agent is purely vegetable. Cannot affect waving of hair. Economical and lasting—will not wash out. Imparts rich, beautiful, natural appearing color with amazing speed. Easy to prove by tinting a lock of your own hair. BROWNATONE is only 50c—at all drug or toilet counters—always on a money-back guarantee.



So natural they even have *half-moons.*

NOW! Beautiful NAILS AT A MOMENT'S NOTICE

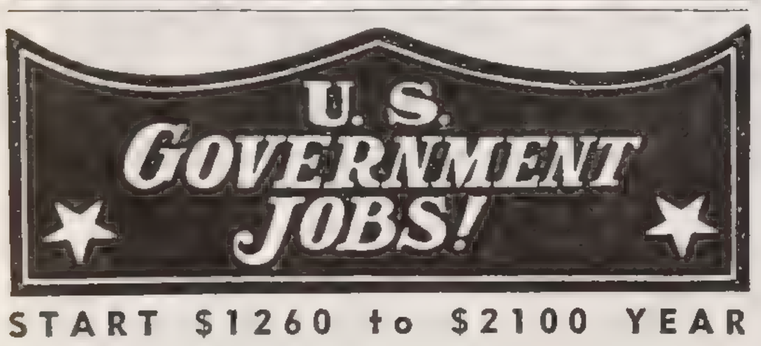
NEW! Smart, long, tapering nails for everyone! Cover broken, short, thin nails with NU-NAILS. Can be worn any length and polished any desired shade. Defies detection. Waterproof. Easily applied; remains firm. No effect on nail growth or cuticle. Removed at will. Set of Ten, 20c. All 5c and 10c stores.



NU-NAILS ARTIFICIAL FINGER NAILS

NU-NAIL CO. 5249 W. MADISON ST., CHICAGO, ILL.







No "married look" to collars and cuffs starched this easy way. Just cream this ready mixed powder in a little cold water . . . then add hot. That's all. A wonderful invention. Your iron fairly glides. *Send now for free sample packet.*

THANK YOU

THE HUBINGER CO., No. 518, Keokuk, Ia.
Your free sample of QUICK ELASTIC, please, "That Wonderful Way to Hot Starch."

Name .....

Address .....

RADIO HOSTESS

(*Continued from page 57*)

usual "hamburgers" with which we are, alas, all too familiar. You'll find these a welcome change, therefore, as well as a tasty main course dish.

With the meat was served a most colorful Rice Ring which also featured several vegetables. The Swedes are great on color, I was told, and pride themselves on the appearance of their food as well as on its fine quality. "Nothing but the best is considered good enough for one's guests," Mrs. Armbruster informed me as the dinner progressed. A fact which the meal itself continued to prove beyond any possible doubt.

The salad, for instance, which was served on separate plates along with the meat course, combined red and white cabbage to add an effective color contrast to the appeal of the crisp, finely shredded vegetables and the smooth, tasty salad dressing. Here is the recipe:

KALSALLAD
(Cabbage Salad)

Select two small firm heads of cabbage, one white, one red. Cut both heads in quarters and shred very fine into separate bowls. Cover with ice water and let stand for an hour. Drain well, dry thoroughly between folds of clean towel. Melt 2 tablespoons butter over hot water. Add 2 teaspoons flour, 1 teaspoon salt, ⅛ teaspoon white pepper, 1 tablespoon sugar and ½ teaspoon dry mustard. Blend well. Beat the yolks of 3 eggs with ⅔ cup cream. Add slowly to mixture in double boiler. When thoroughly blended, add ½ cup (scant) vinegar. Cook over boiling water until thick, stirring constantly. Cool. Moisten white and red cabbage, separately, with this dressing. Serve in lettuce cups, one with white cabbage, another with red for each person. Or mold white cabbage into a ring, filling the center with the red cabbage and sprinkling both with finely chopped chives or parsley for an especially attractive appearance.

The dessert—also pictured on page 8—was in the nature of a concession to more American traditions, since it was in the form of a pie. But whatever its nationality, the feather-light, lemon-flavored filling supplied just the right touch to top off the meal.

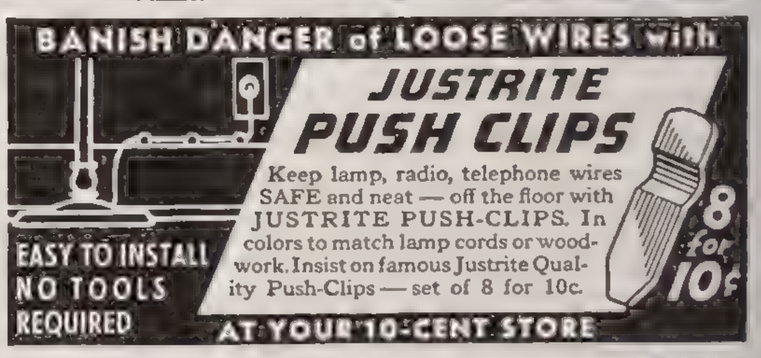
When the pie made its proud appearance, Charlie decided then and there that he wished to be photographed eating it. But, alas, in the course of so doing he covered himself not only with meringue, but with confusion. For it was noted that he had no fork! No, nor any spoon for his coffee. In fact, all silver within his reach had mysteriously disappeared. Then it was that Bergen approached him (I do wonder if Edgar is a sleight-of-hand artist as well as a ventriloquist!) and with the photographer right there to snap the evidence, removed a goodly supply of the Armbruster flatware from inside the coat of his young friend's dress suit!

"Charlie, Charlie," said Bergen, "did you take these?"

"Well, you see, Bergen, well now . . . . well, *yes*, I did!" came the familiar, hesi-







Good For Kidney and Bladder Weakness

LOOK AND FEEL YOUNGER



ALL over America men and women who want to cleanse kidneys of waste matter and irritating acids and poisons and lead a longer, healthier, happier life are turning to GOLD MEDAL Haarlem Oil Capsules.

So now you know the way to help bring about more healthy kidney activity and stop getting up often at night. Other symptoms are backache, irritated bladder—difficult or smarting passage—puffiness under eyes—nervousness and shifting pains.

This harmless yet effective medicine brings results—you'll feel better in a few days. So why not get a 35¢ box of GOLD MEDAL Haarlem Oil Capsules today—the original and genuine—right from Haarlem in Holland—Don't accept a counterfeit—Ask for and get GOLD MEDAL.

tating, yet brash reply. "I figured that since Armbruster collects musical scores, Mrs. A. collects antiques, the Radio Hostess collects recipes and *you* collect *my* salary, I ought to collect something. So I'm starting to collect silver!"

This was the signal for us all to leave the table and adjourn to the living-room for music and still more laughs. And here we have to leave our gay dinner companions—Edgar Bergen and Gerda Armbruster discussing the books of Selma Lageröf, with Bob Armbruster supplying an appropriate Scandinavian background by playing his favorite Greig concerto; while from his perch on the piano Charlie frequently shouted *skal!*

"Just to keep things Swedish, but not too serious, you know," he informed me, when I bade him a reluctant goodbye and went off with my collection of fine recipes and pleasant memories.

BEAUTY AT YOUR FINGERTIPS

(*Continued from page* 55)

smooth arms and hands to set them off. Now that the romantic influence is so thoroughly upon you, it would be too, too bad to spoil the picture! The creams or lotions used after washing should be applied to wrists and lower arms. Finishing preparations should be used to keep unattractive "shininess" from arms and elbows and give them a smooth, even texture. Last of all, apply quantities of the same rich nourishing cream that you massaged into your hands at night.

Even elbows, which are so far gone that they seem "rusty," respond to daily gentle massage with a pumice stone. Have one near your tub and use it each time you bathe. Follow this with an application of cream or lotion.

A combination bleaching and softening treatment for elbows is the lemon cup and olive oil method. Cut a lemon in half and scoop the pulp and juice out. Then fill these cups with olive oil. Place elbows in the cups and let them soak for fifteen or twenty minutes. This treatment may be repeated beneficially as often, each week, as you have the time and patience for administering it.

The actual manicure is a real pleasure if all necessary "tools" are available and in good condition. The essential materials are emery board, orange-wood stick, cotton, cuticle remover, polish remover, liquid polish, and a cuticle oil or brittle nail cream. To this may be added nail scissors (for an extreme hangnail only), nail white and a buffer.

Of course, the lazy way to keep your fingertips beautiful is to have a professional manicurist do them once a week. But why not be ambitious and try doing it all yourself with the thoroughness and finish of an expert? Besides, you won't be so inclined to neglect the "in-between" manicure retouchings when you care for your nails yourself. I'm sure you have read correct instructions for a home manicure countless times in beauty articles, and full directions





DEUBENER'S No. 20 Basketlyke Carrier—10c

Makes it, Oh—so easy to shop for that Easter outfit. And these attractive, snappy Carriers in the distinctive basket weave design not only look right but save you money. So useful for sewing or knitting too. Join the growing throngs of smart women who carry them.

DEUBENER'S No. 1 Leatherlyke Shopping Bag - 5c



"America's Standard" Shopping Bag. The ropes around the bottom give extra wear and carrying capacity. Look for the Deubener name on bottom and get extra value at YOUR Favorite Store.

DEUBENER'S SHOPPING BAGS
GARFIELD PARK, INDIANAPOLIS, IND.



With Lovely CLOPAY *Lintone* WINDOW SHADES at 15¢ EACH

YEARS of use in millions of homes show that CLOPAY 15c window shades don't crack, don't pinhole, wear amazingly. And the new *Lintone* finish gives them a lovely linen-like texture that looks like $1.50 instead of 15c. No wonder millions of women now replace shabby shades with 15c CLOPAYS . . . and have beautiful, durable new window shades for less than the cost of cleaning old ones. See CLOPAYS in 5c and 10c and neighborhood stores everywhere.

NEW! WASHABLE Shades, Only 35c Complete on Roller

A way has been found to apply a special oil-finish to both sides of amazing CLOPAY *Lintone* material. Makes possible new CLOPAY WASHABLE Shades. Can actually be scrubbed with soap and water. Don't streak, curl or watermark. Yet cost only 35c each complete on rollers, for 36" x 6' size. Many attractive colors, enriched by the lovely *Lintone* texture. Send 3c stamp for color samples of both types of shade. Write CLOPAY CORPORATION, 1360 York Street, Cincinnati, Ohio.



100% Washable

Will Your Hands Stand This Test?



If Not . . .

You need to get acquainted with Barrington Hand Cream, a delightful cream made specially to keep your hands soft and white. Beautiful hands are essential to good grooming. Don't let household duties keep your hands rough or red when a few seconds regular care with this wonderfully successful Hand Cream can keep them soft and attractive.

NORTH AMERICAN DYE CORPORATION
Mt. Vernon, N. Y.

...Use *Barrington* HAND CREAM

Sold in drug, department, and the better 5 and 10 cent stores.

Another *NADCO* Product



VOICE

100% Improvement Guaranteed

We build, strengthen the vocal organs—*not with singing lessons*—but by fundamentally sound and scientifically correct *silent exercises* . . and absolutely *guarantee* to improve any singing or speaking voice *at least 100%* . . . . Write for wonderful voice book—sent free. Learn WHY you can now have the voice you want. No literature sent to anyone under 17 unless signed by parent.

PERFECT VOICE INSTITUTE, Studio 7215
64 E. Lake St., Chicago

A SHORT-CUT TO *Beautiful Hair!*



GET A *Lovely* WAVE THIS QUICK, EASY WAY

It's easy . . . it's inexpensive . . . to give yourself a soft, beautiful wave with Dr. Ellis' Wave-Set. This superior waving fluid holds your wave longer. It dries quickly, and will not flake. Sold everywhere—get a bottle today!



Dr. Ellis Sales Corp., 1125 Penn Avenue, Pittsburgh, Pa. (Canadian Office: Toronto, Ontario)

AT ALL 5 & 10 AND DRUG STORES

DR. ELLIS' WAVE-SET

come with every bottle of polish you buy. So, Lucille and I are not going to give you a list of *"Do's"* here, but rather a list of *"Don'ts."*

Don't fail to soften the cuticle thoroughly before pushing it back from the nail with your orange-wood stick. Failure to do this will cause you to bruise the delicate matrix of the nail. It is bruising the matrix that causes the little white spots to appear on the nail. Such spots cannot be removed, but may be hidden by a dark polish until they have grown out. The cuticle may be softened by soaking the fingertips in soapy water or, better still, warm oil.

Don't scrape underneath the nails with a metal instrument. Instead, avoid bruising or spoiling the nail shape by using an orange-wood stick covered with cotton.

Don't cut the cuticle. Use a cuticle remover. (This "don't" has probably been dinned into your ears many, many times, but it is too important to ignore.)

Don't file the nails too closely on the sides. The nails protect the cuticle there.

Don't file your nails to sharp, dagger-like points. The oval is more fashionable, as well as more flattering and practical.

Don't wear extremely long nails unless your hands are idle most of the time. The nail length best suited to active hands is just beyond the fingertip. Very long nails don't wear well when the hands are constantly in use, so keep the nails a conservative length.

Don't cover the "moons" at the base of the nail. They lend grace and shapeliness to the nail. If you do not have "moons," then leave a space free from polish where they should be. This rule should be observed in all cases, but especially when a dark polish is used.

Don't jiggle the finger when applying the polish. Rest the hand flat on the dressing-table or hold it firmly in front of you.

Don't apply polish to the nails before they are absolutely free of old polish, soap or oil. Just before you put on your polish apply a bit of polish remover to the nail. This will take off any of the substances that would shorten the life of your polish and cause it to peel.

Don't, at any time, fail to change your polish as often as necessary, or give your fingertips their thorough, weekly manicure.

Don't overlook the importance of a daily (or nightly) application of cuticle cream, or softener of some kind.

Don't let your enthusiasm for jewelry cause you to "load" your fingers with rings.

Don't wear large and unusual rings and bracelets if your fingers and hands are not nicely shaped, for the jewelry will call too much attention to these details.

The polish shades this spring are so new and so different that, unless you use the "natural" shade, you can no longer pick a color at random and find it suitable. You must use your sense of color discrimination. Study your hands to see which colors are most becoming: clear reds, corals, or the dusty grape shades. Then try these colors against your spring frocks, so the most harmonious shade may be applied. Every woman should have a variety of shades in her "polish wardrobe."

Lucille's most effective method of exercising her hands to keep them always supple and limber is one which a great many girls use regularly—typing! Lucille types all her own personal correspondence and finds that the dexterity demanded by this simple procedure has given her fingers a strength, poise and character which could not be gained from even the finest of creams and lotions. So, all of you girls, get out the typewriter or your old five-finger piano exercises. If you have neither of these instruments available, then, with the fingertips resting on a flat table-top, exercise on an imaginary piano or typewriter.

When all of the beauty aids placed at your fingertips have been applied *to* your fingertips, then you, too, can boast beautiful hands. Hands as lovely as those Lucille Manners uses so gracefully and effectively in accompanying the expressiveness of her lovely singing voice, her everyday conversation, and which add so immeasurably to her personal charm and attractiveness, because they are used naturally and cared for exquisitely.



Announcer Bob Trout with *Professor Quiz*, one of Saturday's best programs.

WEST COAST CHATTER

(Continued from page 60)

ROBERT TAYLOR always shows up looking like the Arrow Collar lad. But before half an hour's rehearsal has gone by, Bob's collar is unbuttoned, then his tie is flung aside, his coat goes after it, and finally the old shirt sleeves are rolled up. Ask anyone who's ever worked with Bob, and they'll tell you he's tops for good nature. In spite of rehearsing and appearing on two radio shows and getting up at six o'clock for studio work every day, the Taylor disposition remains unruffled. When he finds time to see Barbara Stanwyck remains one of the mysteries. But rumor says they're still in earnest.

BOB TAYLOR really got even with Jack Benny on the *Jell-O* show the other day. Having suffered plenty at Jack's hands, over the violin-cello duet on a former broadcast, he decided to make Mr. Benny squirm a little. So when the show went on the air, and Bob was supposed to kiss Mary Livingstone, he took full advantage of the opportunity. The kiss lasted twenty-eight seconds—by the time-keeper's own count.

THE charming *Bromo-Seltzer* broadcaster is the *NBC* prop man's biggest headache. He never knows what Harriet Parsons will want in the way of a microphone. And neither does she. Sometimes Harriet prefers to deliver her talks while standing at an upright mike; other times she likes to sit in an easy chair and talk into a "goose-neck" mike, and sometimes she draws up a straight-back chair to a table mike. Then she may decide to use all three. The prop man has finally decided to have three microphones set up for every broadcast so Harriet can drift from one to another. "It isn't temperament," declares Harriet, "it's just that I can't make up my mind."



Mr. and Mrs. Edward G. Robinson. He's always better than his material.

EDDIE CANTOR is a firm believer in following the doctors' orders. "They're smart guys in the first place," he says," and in the second you pay 'em good money for their advice, so why not follow it?" Consequently, when the medicos ordered Eddie to stay in bed until noon every day, following his recent illness, Eddie didn't put up a single objection about not going to his business. But what the doctors didn't know is that Eddie's business came to him. Until noon every day his bedroom was filled with script writers, musicians and various members of the cast for his new show, rehearsing diligently with the star, who presided from his bed.

WHEN *The Big Broadcast of 1938* was previewed, W. C. Fields took all honors. Not only on the screen, but after the show when autograph fiends passed up the other stars present and swarmed around Bill. Fields agrees that he's a new man since following the doctor's orders and giving up demon rum. But says he still hasn't given up lemon meringue pie and, what's more, doesn't intend to.

INCIDENTALLY, you'll be seeing more and more of Mr. Fields. He's just signed a contract that gives an Eastern manufacturing company the right to turn him out in miniature. The famous Fields schnozzle will be a red rubber eraser, one half for ink, the other for pencil. "And that," says W. C. complacently, "is fame."

MARLENE DIETRICH'S newest act is one of sweetness and light. Since her Para-

Here's a Queer Way for Many Skinny Girls to Become *Glamour Girls*

THOUSANDS HAVE DISCOVERED THAT BY ADDING TWO SIMPLE ELEMENTS TO THEIR DAILY FOOD THEY EASILY GAINED WEIGHT AND *Naturally Alluring Curves*



Posed by professional models

THERE'S real hope today for thousands of thin, scrawny-looking girls who have almost despaired of ever having the naturally attractive curves and happy pep that often bring "glamour," popularity and success. For new food discoveries have helped thousands of others to quickly gain just the pounds of firm flesh they needed, new health, strength and joy in life.

How it is done

You see, scientists have discovered that great numbers of people are thin and rundown only because they do not get sufficient Vitamin B and iron in their daily food. Without these vital elements you may lack appetite and not get the most body-building good out of what you eat. But when in such cases these two simple food elements are properly supplied, the quick gains in weight, strength, and pep are often astonishing.

Today you can get these exact missing food elements in the new Ironized Yeast tablets. They're made by a new costly process from one of the richest sources of health-building Vitamin B—the special rich yeast used in making English ale. This yeast is highly concentrated, then combined in a new formula with pasteurized English ale yeast and three kinds of blood-strengthening iron.

The result is these marvelous new Ironized Yeast tablets which have already helped thousands of the thinnest, most unattractive girls who needed these elements quickly to gain just the normal pleasing curves they needed, naturally clear skin, new pep and new glamour.

Make this money-back test

Get Ironized Yeast tablets from your druggist today. If with the very first package you don't begin to eat better and get more enjoyment and benefit from your food—if you don't feel better, with more strength and pep—if you are not convinced that Ironized Yeast will give you the pounds of normally attractive flesh you need—the price of this first package will be promptly refunded. So start today.

Special Offer!

To start thousands building up their health right away, we make this special offer. Purchase a package of Ironized Yeast tablets at once, cut out the seal on the box and mail it to us with a clipping of this paragraph. We will send you a fascinating new book on health, "New Facts About Your Body." Remember, results with the very first package—or money refunded. At all druggists, Ironized Yeast Co., Inc., Dept. 35, Atlanta, Ga.



"KEEP NAILS SHAPELY THE *Wigder* WAY".....

MEN love to see a girl's fingertips well-groomed. Keep them always lovely-to-look-at with the daily use of a Wigder Nail File. The **triple-cut** teeth file faster, more smoothly; the special **Improved Cleaner Point** safeguards the tender skin under the nail. Ask for the WIGDER Nail File!

On sale at all drug and 10-cent stores 10c



Wigder NEWARK / NEW JERSEY

quality costs no more

NAIL FILES • TWEEZERS • NAIL CLIPS • SCISSORS

CORNS REMOVED WITH CASTOR OIL PREPARATION

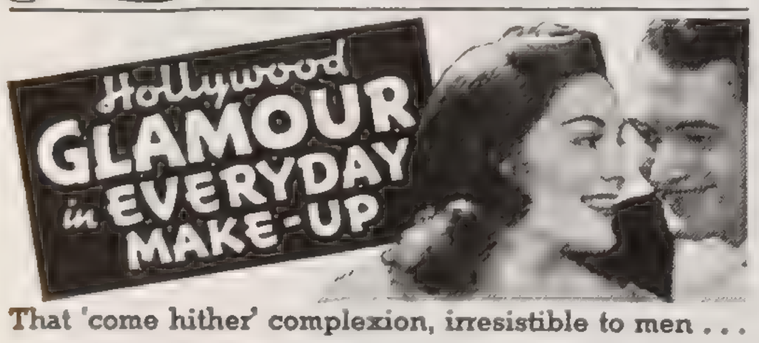
Say goodbye to clumsy corn-pads and dangerous razors. A new liquid, NOXACORN, relieves pain fast and dries up the pestiest corns, callus and warts. Contains six ingredients including pure castor oil, iodine, and the substance from which aspirin is made. Absolutely safe. Easy directions in package. 35c bottle saves untold misery. Druggist returns money if it fails to remove corn.

NOXACORN

KILL THE HAIR ROOT



Remove the hair permanently, safely, privately at home, following simple directions with proper care. The Mahler Method positively prevents the hair from growing again. The delightful relief will bring happiness, freedom of mind and greater success. Backed by 45 years of successful use all over the world. Also used by professionals. Send 6c in stamps TODAY for Illustrated Booklet, "How to Remove Superfluous Hair Forever." D. J. Mahler Co., Dept. 36E, Providence, R. I.



That 'come hither' complexion, irresistible to men . . . envied by all girls . . . heretofore exclusive with screen stars, can be yours with the *NEW*

MINER'S *Theatrical* MAKE-UP FOR STREET WEAR

HANDY STICK (3 shades) at all 10¢ stores . . . or mail coupon

A startling new make-up that imparts natural satin-smoothness to your skin . . . velvety . . . luminous . . . lasts hours. Use it and have a "star's" complexion of your own.



MINER'S, 40 E. 20th St., Dept. MD5, New York, N. Y.
Enclosed find 10¢ for Miner's Theatrical Make-up for street wear
Name _____
Address _____
Check shade desired: PEACH ☐ RACHEL ☐ BRUNETTE ☐



Eddie Cantor, and wife Ida, leave California for New York, temporarily.

mount troubles, she has evidently decided that it pays to be human. When appearing on the Chase and Sanborn *show, La Dietrich posed willingly for studio stills and candid cameras, and bestowed warm smiles on everybody present, including the press. She even forgot the glamour gal business in her costume. She wore no hat and a simple, dark dress without a single star sapphire.*

—✦—

SIMPLICITY of attire seems to be the vogue among radio stars for the moment. At the *Lux Theatre* the other evening, Joan Crawford wore a black crêpe suit, with only a simple white collar as a decorative note. Ginger Rogers, the following week, had on a gray jersey dress of the shirtmaker type, with a bright scarf at the neck and no hat, while Madeleine Carroll's dress, on another *Lux Theatre* show, was of green wool with only a narrow pigskin belt and beige hat to relieve the plainness of her costume. Of all the programs, *Hollywood Hotel* is the one on which the stars seem to "dress up" the most. Perhaps the "Orchid Room" has something to do with this, for each star who appears as guest is gifted with a tremendous corsage of purple orchids, which need considerable "dressing up to."

—✦—

IT'S STILL "Mayor Jolson." Yes, Al's been re-elected to head the town of Encino for the third successive year. Al's already managed to get paved streets and lighting for the town, and now he's trying to wangle a post-office from the government. Encino sounds like pretty much of a hick town, but in reality it's one of the choice spots in Southern California, with some 2000 inhabitants and most of them radio and movie ranch-owners.

—✦—

THE most "specialized" musicians in radio, according to Walt Disney, are the members of Donald Duck's "Webfoot Sextet," featured on the Mickey Mouse Theatre of the Air. *"Certainly they're the most specialized," says Walt, defending his latest brain-wave. "They have to be, to get swing rhythms out of some old pipe, baby rattles, water-filled bottles and wooden blocks."*

—✦—

WHEN their dad's birthday rolled around last month, Sandra and Ronnie Burns decided to do something extra-special by way of celebration. So they made him a birthday cake. Fallen in the middle, but brave with candles and an inch-thick layer of icing, the cake made its appearance at the breakfast table on the festive day. The children carefully watched George and Gracie each down a large, soggy slice, but insisted that all they cared for was buttered toast.

—✦—

SAM "SCHLEPPERMAN" HEARN almost incapacitated Jack Benny at a recent broadcast when he leaned over and pointed out three women sitting in the front row of the broadcasting studio. All were wearing the latest Parisian spring chapeaux, top-heavy with feathers and flowers. "Say, Jack," hissed Sam, "how's a poor comedian supposed to get laughs when women give us all that competition?"

PHIL BAKER'S pride and joy used to be the swimming-pool in his back-yard. But no more—not since that friend from New York visited him. He took a look at the diminutive dunking place, and said admiringly: "Gee, what a swell bird-bath!"

RAYMOND PAIGE is still spending all his spare time down at Santa Monica with his eight-meter championship sloop, *Prelude*. The other day he entered a race, and one of his crew had a rather unique experience. The race, it seems, is supposed to start and finish with the same crew of six men. This particular day the weather was on the rough side, and one sailor in the prow was pitched out, unnoticed by all except a Swede in the stern of the craft. As the boat overtook the unfortunate floundering one, the Swede held out a big hand and hauled the other man in by the seat of the pants. "Hey, vot's de idea?" he shouted, shaking him up good and plenty. "You know vell, py golly, that we got to finish dis race with you on deck!"

RAY PAIGE'S enthusiasm proved infectious to Dick Powell, for the other day he went out and bought himself a racing yacht. Already he's challenged Ray to a race off Los Angeles Harbor.

DICK, by the way, is happy over everything these days. The main reason, of course, being that Powell heir on the way. Another cause for happiness is that all those troubles with his radio sponsor and studio seemed to be smoothed over. And for another thing, Dick has thrown away his glasses—after years of wearing them. He's found a new system of eye exercise which he's convinced can do away with anyone's specs.

THINGS are in bad shape at the Winslowe home when Paula (she's appeared on practically every important radio show, chiefly *Big Town, Lux Radio Theatre,* Tyrone Power's show and the West Coast *Thrills*) breaks into a sad part in the script. For Paula still has her Southern mammy as cook—and she's an excellent cook, too, except during the sad parts. Then she goes into hysterics, and sobs until Paula comes home. It's very hard on the roast chicken.

JOE PENNER and his wife have become so fond of 13-year-old Bernard Sharkey, who presented Joe with that award from 23,000 Gotham youngsters, that they wanted to adopt him. Bernard stayed at the Penner home while in Hollywood, saw all the sights in town, even to night clubs, premières and Palm Springs. Just before leaving for home, Bernard confessed that what he liked the very best was the banana splits and beating Joe at billiards.

DIDJA KNOW: That Jack Benny and Mary Livingstone are letting daughter Joan Naomi have the final say-so regarding nursery furniture in their new home . . . that Phil Harris' best disciplinary method is to threaten his orchestra with a series of one-night stands . . . that Frances Langford's pet raccoons are infanticipating



BLUE now dreams come true

When it's swingtime and dancetime, she'll never be lonely again. What a difference since she discovered Blue Waltz Perfume! There's something actually tantalizing about its lovely, floral bouquet. Perhaps you'd find greater happiness, too, if you'd remember to say "Blue Waltz" when you buy perfume and cosmetics.



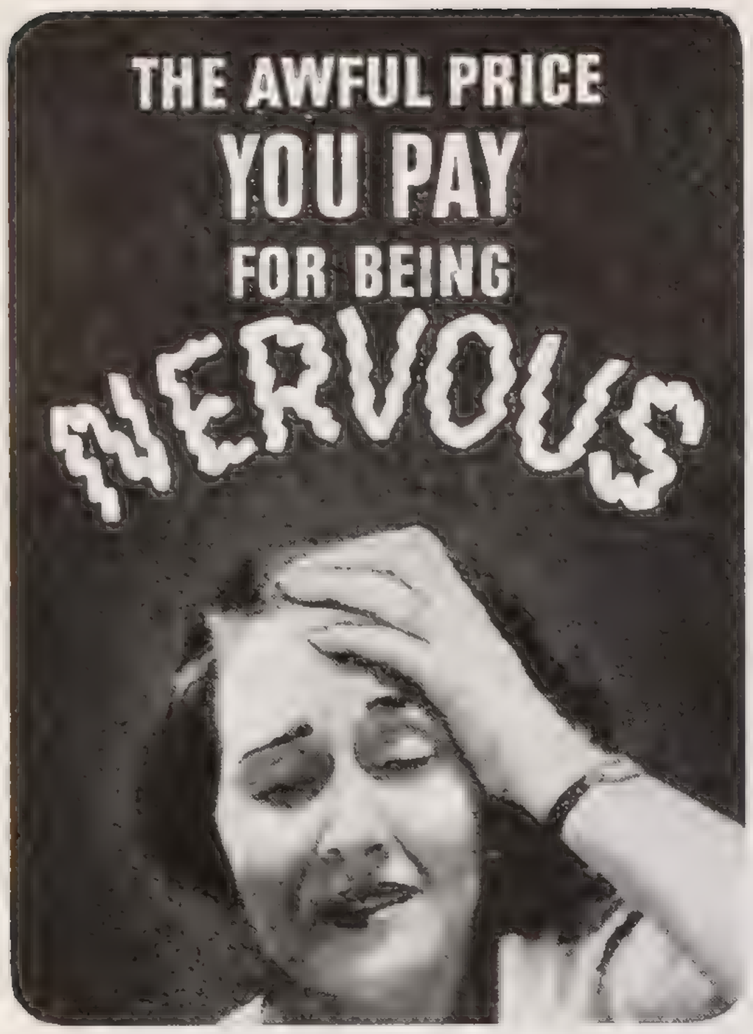


Blue Waltz

10c at 5 and 10c stores.

BLUE WALTZ PERFUME • FACE POWDER • LIPSTICK • BRILLIANTINE • COLOGNE

Rush Hughes, dark and handsome young commentator, was greeted by Helen Kleeb and Ruth Sprague, of the *NBC* staff, on arriving in San Francisco.



QUIVERING nerves can make you old and haggard looking, cranky and hard to live with—can keep you awake nights and rob you of good health, good times and jobs.

Don't let yourself "go" like that. Start taking a good, reliable tonic, made *especially for women*. And could you ask for any whose benefits have been better proved than the famous Lydia E. Pinkham's Vegetable Compound?

Let the wholesome herbs and roots of Pinkham's Compound help Nature tone up your system, and thus calm shrieking nerves, help lessen distress from female functional disorders and give you more strength.

For over 3 generations one woman has told another how to go "smiling thru" with Pinkham's Compound. Why not let it HELP YOU?

Lydia E. Pinkham's

VEGETABLE COMPOUND

NEURITIS Relieve Pain In Few Minutes

To relieve the torturing pain of Neuritis, Rheumatism, Neuralgia or Lumbago in few minutes, get **NURITO,** the Doctor's formula. No opiates, no narcotics. Does the work quickly—must relieve worst pain to your satisfaction in few minutes or money back at Druggist's. Don't suffer. Get trustworthy **NURITO** today on this guarantee.

Sensational **FREE** *Offer*

SEND COUPON FOR 3 LIPSTICKS AND REJUVIA MASCARA CREAM



It's our treat! Let us send you 3 full trial sizes of the famous FLAME-GLO Triple Indelible Lipsticks **FREE** . . . each in a different fascinating shade, so you can discover the color most becoming to you. To introduce our newest achievement, we will also send you a tube of REJUVIA Mascara Cream, with brush. It's Guaranteed Waterproof and Smear-proof; perfectly Harmless! Just send 10c in stamps to cover mailing costs. For beauty's sake, send coupon TODAY!

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DEPT. BN, 116 WEST 14TH ST., N. Y. C.
Send me 3 trial size FLAME-GLO Lipsticks and REJUVIA Mascara Cream; enclosed find 10c (Stamps or Coin) for mailing cost (15c in Canada)

NAME _____

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CHECK MASCARA COLOR DESIRED
☐ BLACK ☐ BROWN ☐ BLUE

10¢ AND 20¢ AT LEADING 5 & 10¢ STORES



Humorist Arthur Godfrey never works from a script, never bothers to rehearse any of his programs and once the show gets under way no one knows where it's going, what it's about, or how it will stop.

. . . that next summer Paul Whiteman plans to conduct the Philharmonic Symphony Orchestra in the Hollywood Bowl . . . that Deanna Durbin has achieved Hollywood immortality. Her footprints are now in the Grauman's Chinese Theatre forecourt, along with the rest of the town's famous . . . that Jean Hersholt spends his spare time at rehearsals sketching members of the cast in charcoal . . . that Jack Hasty, writer of *Dr. Christian* series, reads over 750 small-town newspapers a month for true-to-life happenings . . . that George McCall used to be a lion-tamer with the Al G. Barnes Circus . . . that Rosemary DeCamp, nurse of *Dr. Christian*, and Frances Langford are meeting soon to try for the Hollywood Women's Golf Championship. They both break 100 on the course . . . that Marion Talley has turned down a Broadway stage offer, a play based on the life of Gilbert and Sullivan. She likes radio too much . . . that Lanny Ross is really Launcelot Patrick Ross . . . that Jimmy Wallington is practicing jiu jitsu holds on the cast of the Cantor show. He's just been made a detective lieutenant in the Santa Monica police department . . . that you have to wear dark glasses around Ken Niles, on account of his sports coats . . . that Jeanette MacDonald has major mention in a new book, *Leading Women of America* . . . that Georgie Stoll has the finest collection of first editions of music in Hollywood . . . that the Edward G. Robinson-Joe Penner golf feud is in earnest . . . that the Stroud Twins, though unmarried, live in separate apartments . . . that Mrs. Penner has Joe on a weekly allowance . . . that the new Columbia Broadcasting Studio in Hollywood cost $2,000,000 and that *NBC* is determined to have their new studio cost just as much . . . that the Bob Burnses are expecting an heir. . . .

QUICK WAY TO REMOVE CORNS

no cutting . . . no pads



RELIEVE CORN PAIN QUICKLY

If you want to remove those aching corns just get a bottle of FREEZONE from any druggist. Put a drop or two on the corn. The pain is quickly relieved. Then in a few days the corn gets so loose you can lift it right off with your fingers.

A bottle of FREEZONE costs a few cents at any drug store and is sufficient to remove most hard corns, soft corns and calluses. Try it!

FREEZONE

DON'T MISS NEXT MONTH'S **STRAIGHT FROM THE COLD SHOULDER!** *MORE STARTLING THAN EVER*

New approved formula

REMOVES FRECKLES *WHILE YOU SLEEP*



Whether you have a few freckles or many, fade them out quickly and gently *while you sleep*. Get a jar of Nadinola Freckle Cream today and apply at bedtime. Day by day skin becomes clearer, fresher. Usually freckles disappear in 5 to 10 days. So do other blemishes. Nadinola Freckle Cream is *guaranteed* by a famous laboratory with 36 years' experience in this type of skin treatment. Only 60c at drug and toilet counters; 10c size at Ten Cent Stores. • Or send a dime for trial package to NADINOLA, Dept. 154, Paris, Tenn.

NADINOLA *Freckle Cream*

New! **...A 7 DAY SHAMPOO FOR BLONDES**

You Keep the Brilliance, Lustre and Loveliness this Shampoo Gives Blonde Hair For a WHOLE WEEK!



Ends Dull, Between-Shampoo Look!

A single wash with this amazing new type shampoo instantly removes the dull, dingy oil and dust-laden film that leaves blonde hair lifeless, mouse-colored and "old" looking, and enables you to keep that "JUST SHAMPOOED" look, all week. Done in a few minutes and at a cost of but a few pennies, New Blondex gives your hair that glorious, lustrous, shimmering radiance that usually comes only in childhood All shades of blondes find New Blondex leaves their hair lighter—lovelier. Start BLONDEX today. New combination package—shampoo with separate rinse—at all stores

The BEST GRAY HAIR REMEDY IS MADE at Home!



WHY let prematurely gray hair make you look far older than your years? Now, with a better remedy, mixed and applied in the privacy of your own home, costing only a few cents, any man or woman can get rid of this social and business handicap.

Simply get from your druggist one-fourth ounce of glycerin, one ounce of bay rum, and a box of Barbo Compound. Mix these in one-half pint of water, or your druggist will mix it for you. This colorless liquid will impart a natural-like color to faded, gray hair. This color will not wash out, does not affect permanents or waves, will not color the scalp, and adds to the beauty, luster, softness and youth of your hair.

If you want to look ten years younger in ten days start with Barbo today.

YOUR choice included with every ring ordered and paid for on this Amazing new plan — Wear 10 days AT OUR RISK!

FREE of extra charge



$1,000,000 FACTORY guarantees their ACCURACY. Simulated gold front watches—stainless back. Jewelled. Your choice included FREE to introduce fiery, flashing simulated diamond ring set in LIFETIME Sterling—925/1000 pure—Looks like $300.00. *WEAR 10 days FREE TRIAL.*

Make 2 monthly $2 payments (total $4 in all). We gladly trust you. —Send 10 cents for packing, etc.—Your order shipped SAME DAY BY RETURN MAIL.

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ECZEMA Itching and Burning quickly subdued and healing of the angry skin aided with Resinol

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KILLED PERMANENTLY

From face or body without harm to skin, by following easy directions. Our electrolysis device is used by physicians and is guaranteed to kill hair forever or money refunded. Your electric current not used. Only $1.95 complete. Prepaid or C.O.D. plus postage.



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SKIN RASH

RELIEVED....ITCHING STOPPED

For quick relief from itching of eczema, rashes, pimples, athlete's foot, and other externally caused skin eruptions, use cooling, antiseptic, liquid **D.D.D. PRESCRIPTION.** Greaseless, stainless, dries fast. Stops the most intense itching in a hurry. A 35c trial bottle, at drug stores, proves it—or money back.

D.D.D. *Prescription*

RADIO RAMBLINGS

(Continued from page 18)

Himber made his first appearance on the screen.

Their latest short was being shown, and right on schedule Clark gave out his razzberry. Immediately the figure of Himber on the screen bristled, pointed a finger and yelled: "So that's what you think of me, Buddy Clark. Well, here's what I think of you," and gave out a loud razzberry in return.

The sequence was intended only for the preview, of course, and was cut out of the regular theatre version. But to get that joke in, Himber had kept his orchestra an extra hour or two, paying the entire band full union rates. And the studio had indulgently kept its expensive technical and camera crew.

—◆—

WITHOUT much being said about it, radio's oldest commercial musical program, the Cities Service *hour, has undergone a complete revamping. For nearly ten years it went on and on with virtually the same cast. Now not a single one of the old company remains.*

Lucille Manners replaced Jessica Dragonette, who has dropped out of radio altogether this season. Rosario Bourdon turned the orchestra baton over to Frank Black. The Revelers Quartet recently departed and Ross Graham stepped in as supporting vocalist to the feminine star.

The male vocalist's job on that hour used to be an unfailing springboard to success. In succession, Franklyn Baur, James Melton and Frank Parker all zoomed to radio stardom after a little service on the hour. Graham has just about the standing those three had when they first took that same job.

—◆—

THIS past season has pushed two of radio's minor comedians well up into the more important ranks. The two are, of course, Walter O'Keefe and Bob Hope.

Hope had prolonged difficulties getting his bearings in radio, wandering a good deal before he struck the proper tone for his own radio delivery. He was a very fresh, smart-alecky young man when he landed his first regular radio program with Frank Parker three seasons ago. He was a little too fresh to have around a living-room week in and week out. Bob has managed to curb that without losing any of the buoyant high spirits that are his great gift on a stage or at the microphone.

When the late program of the Warner Brothers was not doing well in its early weeks, Bob was called in and the program took on the liveliness it had lacked. It ran out its scheduled time as one of the highlights of the week.

—◆—

WALTER'S big spurt came, of course, when he stepped in for Fred Allen last summer. That was the first time he had had a chance to work without a great many arbitrary restrictions from a sponsor. He and Charles Butterworth became an excellent team this winter.



In spite of all that has been written about bad breath, thousands still lose friends through this unpleasant fault. Yet sour stomach with its resultant bad breath is frequently only the result of constipation. Just as loss of appetite, early weakness, nervousness, mental dullness, can all be caused by it.

So keep regular. And if you need to assist Nature, use Dr. Edwards' Olive Tablets. This mild laxative brings relief, yet is always gentle. Extremely important, too, *is the mild stimulation it gives the flow of bile from the liver, without the discomfort of drastic, irritating drugs.* That's why millions use Olive Tablets yearly. At your druggists, 15¢, 30¢, 60¢.

THE Glamorous BEAUTY OF ALLURING EYES



• FINELY arched eyebrows enhance the loveliness of the eyes . . . Rely on HENCO Tweezers . . . specially designed for plucking, thinning and training . . . in eyebrow care . . . Skillfully designed, with platform points (corrugated inside) to give positive grip without cutting the hair, and finger-rest on handles. Each pair individually tested. Have a pair of inexpensive HENCO Tweezers always at hand.



TRADE HENCO MARK

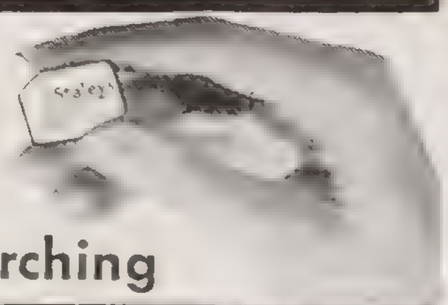
Ask for HENCO Tweezers and Nail Files (10c) . . . Manicure Scissors (20c) . . . at drug and 5 & 10c stores.

THE HENKEL-CLAUSS CO.
Fremont, Ohio

Fine Cutlery for 50 Years

10c

NEW! STARCH IN CUBES



Just count cubes for perfect starching

EXACT MEASURE



Cuts my ironing time 1/3

QUICKER, EASIER



STALEY'S STARCH IN CUBES

A. E. Staley Mfg. Co., Decatur, Ill.

ASK YOUR GROCER

GIRLS! MORE MILEAGE FROM YOUR STOCKINGS



There's nothing like RUN-R-STOP to give more wear per pair! As soon as a run or snag appears apply RUN-R-STOP to save your stockings — save you money. *Permanent*—will not wash out. HANDSOME RED & BLACK VANITY protects tube in purse.—**10c** Ask for it at chain, department and shoe stores.



Guaranteed by Good Housekeeping *as advertised therein.*

10c

RUN-R-STOP

FREE—we will send you a handy purse-size case of Nail White in a new convenient form. Simply mail the instruction sheet from a package of Run-R-Stop to Dept. M.

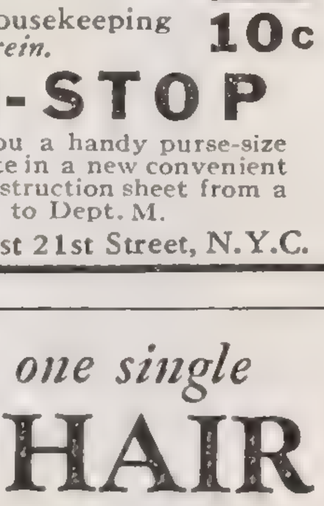
CAMILLE INC.—49 East 21st Street, N.Y.C.

If you have one single

GRAY HAIR

mail this Free Test

Now—before others think of you as "older"— is the time to touch up those first gray streaks. Millions—both men and women—have discovered this way to color fading strands. Just combing clear liquid through hair brings color: black, brown, auburn, blonde. Entirely SAFE . . . Hair stays soft and lustrous. Get a bottle from your druggist on money-back guarantee.



Test it *FREE*

We'll send Complete Test Package Free. Snip lock from hair. Try first on this. No risk this way. State color of hair. Write Mary T. Goldman Company, Dept. 108 Goldman Bldg., St. Paul, Minn.

THE BANDWAGON

(*Continued from page 59*)

the rise of the Dorsey outfit is Tommy himself. Because he's the kind of a guy he is, his band is the kind of a band it is.

LAST September, Benny Goodman was doing a series of one-night stands on his way back to New York from Hollywood. He was in Baltimore when something happened to one of his trombone players. Trying to find a solution, Benny finally called Tommy in New York and asked him if he could find a trombonist and send him down to Baltimore in time to play the dance that night. Tommy didn't bother searching for a musician good enough to sit-in with the Goodman band. He took his own second trombonist, put him on the train for Baltimore and found a substitute to play in the Dorsey orchestra that night.

TWO years ago September, Tommy organized his band. Most of his men have been with him from the beginning. He cares nothing about the reputation or background possible members might be able to supply. If they have talent, he wants them. For example, his new trombonist, Earl Hagen, is exactly eighteen years old! Freddie Stulce, one of his saxophonists, made a trip East with the Southern Methodist University band, asked Tommy for a job—and got it!

HIS chief arranger, Paul Wetstein, is a Phi Beta Kappa graduate of Dartmouth. He sent Tommy a few samples, and now he's turning out some of the finest swing arrangements in all these many states. Edythe Wright was a sophomore in college when she substituted one night for the regular singer in Frank Dailey's band at a summer resort. Tommy happened to hear her, and she went to work immediately.

ALL this collegiate influence may be responsible for the fraternity-house atmosphere surrounding the Dorsey band. The best evidence of it comes with spring. The sixteen members of the organization divide into two sections. One is called Bud Freeman's (he's king of the tenor sax) "Giants." The other is known as Tommy Dorsey's "Midgets." The idea behind all this is a baseball game, and when the boys start swinging their bats—well, after all, they really can swing their saxes and trumpets and trombones. You can't expect too much!

FACES ON THE CUTTING-ROOM FLOOR

I thought you might be interested in parts of a letter written by Raymond Scott from Hollywood. The missive was produced just after he and the Quintet finished work on *Happy Landing*, the last Sonja Henie picture:

"We'll probably go down in Hollywood history as being billed in more pictures that we weren't in than anyone else in Hollywood.

"For instance, we got swell billing in *Ali Baba* (Eddie Cantor's last picture), but were practically unseen behind beards. Selznick was so pleased with the bit of recording that we did for *Nothing Sacred* that we received marvelous billing again, even though we weren't photographed.



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"I USE SITROUX TISSUES.. they're softer!"

...says beautiful Mary Russell, starring in Columbia's new picture "EXTORTION"...

TWO SIZES 10¢ AND 20¢

SITROUX (PRONOUNCED SIT-TRUE) face tissues

SITROUX CLEANSING TISSUES

Pronounced "SIT-TRUE"

STARS of stage and screen, and fastidious girls everywhere, prefer Sitroux Tissues, because they're soft as a flower petal, yet so much stronger they won't "come apart" in the hand. Give your skin better care with these delightful, fine-quality tissues. Look for the attractive gold-and-blue box!

At Your 5 and 10¢ STORE!

Do This For
BLACKHEADS



They Fall Right Out!

BLACKHEADS persist because they are literally trapped in your skin! Locked there by a film of sluggish, surface skin! You can't wash them away! But you can release them! **Golden Peacock Bleach Creme** will lift away the film of coarsened surface skin—dissolving it in tiny invisible particles. Blackheads are released. They flake away, fall out! Surface pimples, too—in fact, all blemishes in the surface skin! You discover your own finer skin—smooth, utterly clear, alluringly white! All in just 5 days! Discover **Golden Peacock Bleach Creme!** At drug and department stores—or send 50c to **Golden Peacock Inc.,** Dept. E-206, Paris, Tenn.

If You Do Not Agree With
JERRY MASON'S
opinions in
THE BANDWAGON
LET'S HEAR FROM YOU!
RADIO STARS, 149 Madison Ave., N.Y.C.



WAKE UP YOUR LIVER BILE...

Without Calomel—And You'll Jump Out of Bed in the Morning Rarin' to Go

The liver should pour out two pounds of liquid bile into your bowels daily. If this bile is not flowing freely, your food doesn't digest. It just decays in the bowels. Gas bloats up your stomach. You get constipated. Your whole system is poisoned and you feel sour, sunk and the world looks punk.

A mere bowel movement doesn't get at the cause. It takes those good, old Carter's Little Liver Pills to get these two pounds of bile flowing freely and make you feel "up and up." Harmless, gentle, yet amazing in making bile flow freely. Ask for Carter's Little Liver Pills by name. 25c at all drug stores. Stubbornly refuse anything else.

"And because most pictures are three or four thousand feet too long, our number, *Powerhouse,* had to be cut out of *Love and Hisses.* But if many thousands of feet don't have to be cut out, you may see a favorable presentation of the Quintet in *Happy Landing.*"

And there you have an inside picture of what goes on—or should it be "out"—in Hollywood.

WUXTRA! WUXTRA!

At long last here is the truth about "singing titles." Rumor has it that Kay Kyser and Sammy Kaye are feuding as to who stole the idea from whom. But the truth, at least as the Sammy Kaye side presents it, is this:

In 1927, as you may remember, Sammy was leading a collegiate dance band at Ohio University. That year, Gus Arnheim made a record. On that record, for the first time in the memory of musicians, Gus tried a new trick. He had one of his vocalists sing the title of a song as an announcement. He used it that one time and forgot about it. But Sammy heard the record, thought the idea was swell for his orchestra, and immediately began to use the singing title technique.

Then Mr. Kaye graduated and took his band out into the cold world. Kay Kyser, already an established and popular orchestra leader, heard the unknown ex-collegiate band, liked their unique title announcement idea and adopted it.

The discussion as to who started the whole thing didn't amount to much until Kaye rivaled Kyser in popularity. But now it's a favorite feud subject.

So that's Sammy's side. Got an answer, Kay?

THOSE DAYS ARE GONE FOREVER?

Nowadays you hear no talk about the sudden discovery of a new star on a sustaining program, and the immediate contract for a sponsored program that is offered him or her.

But in the early days of radio the story was different. There wasn't a big name you could mention that didn't become a star via the sustaining route. Morton Downey was CBS's *first great personality. He was presented on an afternoon sustaining program, the makers of* Camels *heard him, and Morton became star of the biggest program that the then-new Columbia network had sold. Bing Crosby followed the same road.*

And Downey, incidentally, was responsible for putting radio's No. 1 girl singer on the air. When he gave up his sustaining program to begin the new commercial, William S. Paley, president of CBS, *asked him to select one of the three possible girl singers to take over his afternoon spot. Mort picked Kate Smith.*

ATTENTION: FOREIGN DEPARTMENT

England's favorite bandleader is Bert Ambrose. Also, most Americans' favorite British bandleader is Ambrose. The usual way, both here and there, to express approval of him is to say: "He sounds as good as the best American band."

It may interest you to know that Ambrose is one of dance music's pioneers. He began playing rag-time over twenty years ago, competing with such gentlemen as Vincent Lopez, Emil Coleman and Paul

New beauty for your hair... *with this new* 4 Purpose Rinse



Lovalon, the 4 Purpose Rinse does all these four things for your hair in one quick, easy operation:

1. Gives lustrous highlights.
2. Rinses away shampoo film.
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4. Keeps hair neatly in place.

Use Lovalon after your next shampoo. See the life and sparkle and healthful, youthful glow it gives your hair.

Lovalon comes in 12 different shades. You can match and enrich the natural color of your hair or make it brighter or deeper. Lovalon does not dye or bleach. It's a pure, vegetable, odorless hair rinse—one of the very few hair toiletries approved by Good Housekeeping Bureau. Package of 5 for 25¢ at drug and dept. stores. Trial size at 10¢ stores. (Or, any good beauty shop will Lovalon your hair.)



LOVALON

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"My Secret of Eye Make-Up"

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GENEVIEVE TOBIN
Lovely Star of Stage and Screen



FIRST—USE NEW LOTION TO MAKE EYES CLEAR, WHITE, LARGER LOOKING!

"DON'T forget the most important step in eye make-up... clear, white eyes," says Genevieve Tobin, popular film star. Dull, tired eyes can ruin the effect of the most careful eye make-up. That's why thousands begin eye make-up with two drops of Eye-Gene, an eye specialist's formula. It makes eyes that were reddened, veined, dulled by late hours, reading, fatigue, exposure, so clear and sparkling white... and therefore larger looking! Try Eye-Gene. Double eye beauty! Purse size at all 5 and 10c stores. Economy size at all drug stores.

EYE-GENE Tested and Approved Good Housekeeping Bureau

Whiteman. Where did he do it? Why, right in New York City at the Grand Central Palace. For, you see, Ambrose, England's favorite British bandleader, is an American!

OH, PROMISE ME

All the rumors have been safely laid to rest, and now it can be told with safety. On May 28, Andre Baruch, one of Columbia's ace announcers and current table tennis champ, will take as his lawfully wedded wife lovely Bea Wain, Larry Clinton's particularly talented vocalist.

ON THE SENTIMENTAL SIDE

One of the biggest moments in the life of an orchestra leader is his opening night at a new spot, particularly when that spot is New York's very ultra Rainbow Room. Recently, the Ruby Newman orchestra replaced Al Donahue in the Rainbow Room. But on opening night, Ruby couldn't make his own party because he had the flu. After much wild scurrying, a substitute was found. Al Donahue returned to the roof of Radio City for one night—to conduct Ruby Newman's orchestra.

STRICTLY STAG

Who said men can't get along without women? Take a look at the names of some of the important baton-wavers who refuse to hire girl vocalists: Guy Lombardo, Sammy Kaye, Glen Gray, Cab Calloway, Ray Noble and George Olsen.

Don't you think, Miss Perkins, that it is your job, as our only feminine Secretary of Labor, to do something about this?

HOME-MADE

The Kidoodlers are the four young men whose work with toy instruments deserved an investigation. Here are the results of that looking-into. It will show just what you should keep away from the children.

To make music, the Kidoodlers use: A bicycle bulb-horn—cost, $.50; a siren—$.15; desk bell—$.49; raspberry horn—$1 (so expensive because it's adjustable for other sounds); baby's bell rattle—$.10; toy piano (key of F)—$.98; toy dinner bell—$.05; toy washboard—$.25; thimbles—$.05; cuckoo—$.25; kazoo—$.10; toy clarinet—$.39; toy cymbals, edged with stove bolts—$.94.

Well, I think that's enough to give you a rough idea of what goes on when the Kidoodlers take the air.

THE NEW MAESTRO

Ben Bernie doesn't bother much about leading his orchestra these days. The Old Maestro is devoting himself to comedy and song. Al Evans, his assistant, is doing just about all the baton-waving there is to be done over the Bernie orchestra on their Wednesday night broadcasts. And Jane Pickens, feminine star of that show, in addition to doing her own vocal arrangements, practically conducts the orchestra herself when it comes time for her to sing.

The report is that Ben much prefers being just an executive.

"HORSE TRADE"

Oddest coincidence of the month concerns Tommy Dorsey and Red Norvo. Dave Tough, the Dorsey drummer, left Tommy to join Norvo. Maurice Pertill, the Norvo drummer, left Red to join Dorsey. Tommy left New York's Commodore Hotel to go on a road tour. Red left a tour to follow Dorsey into the Commodore.

Who said orchestras aren't just one big, happy family!

THE BANDWAGON



Martha Raye and Bob Hope reverse the accepted order in *College Swing*.

NEW DISCOVERIES

You may have noticed how, suddenly, a lot of big-name bands were missing from the late evening air-lanes when you tuned in for dancing. The reason is simple:

As the *Bandwagon* has noted, Chicago has always been a hot-bed of good jazzicians. But a month or so ago, a ruling was passed that all Chicago hotels' broadcasting dance bands would have to pay one hundred dollars a week for the privilege—and, wham! off went the bands.

As a result, the networks began listening to orchestras in every city in the country. New talent, new names, new organizations from Buffalo, Memphis, San Francisco, and any other likely spot, are being given their break. The chances are good that within a year, because of the Chicago ruling, there will be at least five new name bands "discovered."

UNITY

One of the joys of radio listening has always been the Andre Kostelanetz orchestra. There are numerous explanations for the Kostelanetz excellence. Among them have been the high standards he sets for his men, and the unity with which they work. Fitting that last explanation are five of Andre's musicians: Johnny Cali, guitar; Paul Printz, bass violin; Phil Wall, piano; Herb Quigley, drums; and Johnny Ingram, sax. At one time, all five worked together as a very successful society orchestra under the direction of Emil Coleman.

CURIO

The oddest job in the music industry is that of Isaac A. Cary. He is the trade's number one baton-maker. He turns out thousands of the birchwood wands annually for many of the most particular customers in the world: Andre Kostelanetz, Rudy Vallee, Freddie Rich, Fletcher Henderson, Ozzie Nelson, Jimmy Lunceford.

Cary has to make a different type baton for each of these conductors. He offers them a choice of nine varied hand grips—from a black, hard-rubber handle to a light-weight cork grip. The biggest one he makes is Jimmy Lunceford's thirty-six-incher. Paul Whiteman's comes next with thirty-two inches.

Andre Kostelanetz is Cary's most exacting customer. Each of Andre's batons costs $1.20—more than the price paid by any other leader—and he orders a dozen at a time.

Cab Calloway leads every other stick-waver in breakages. His baton casualties average two a week—a hundred a year. The explanation for that, though, is not temperament. Cab sometimes splits batons as part of his act.

Cary's greatest difficulty was with the leaders who liked to use their hands to conduct. Freddie Rich was one of those until Cary made him the lightest-weight baton in the profession.

Cary began his present profession as a hobby. He tried the world's finest woods until he found the perfect medium for his craft. Now he makes all his batons from the wood of birch trees. His closest competitor in the wood-carving field is a chap who made a fortune out of a second-hand tree. A tree called Charlie McCarthy.

PLATTER PATTER

IN DANCE TEMPO

The spotlight this month belongs on Art Shaw, whose band has everything Benny Goodman's has. In a few months, I think it will have a great deal more. Brunswick presents the new Shaw band with Art's magnificent clarinet in *Whistle While You Work* and *One Song*. In sweet swing tempo is their *Good Night Angel* and *There's a New Moon Over the Old Mill*. Very good. . . . But still tops among all recording orchestras is T. Francis Dorsey's. Edythe Wright's *You Couldn't Be Cuter* backs Jack Leonard's *Just Let Me Look at You* (Victor). The Dorsey *Big Dipper* and *Smoke From a Chimney* are probably the best versions you'll ever hear of those two numbers. . . . For contrast, you might try listening to Horace Heidt's *Toy Trumpet* and *History of Sweet Swing* (Brunswick). Mr. Heidt should listen to Shaw and Dorsey and learn a little history.

STILL supplying the best in Dixieland rhythm is Bob Crosby. For a perfect example of his work get Decca's new 12-inch South Rampart Street Parade *and* Dog Town Blues. *Both numbers are written by members of that band from Dixie. . . . Harry James turns in still another swell job on* One o'clock Jump *and* It's the Dreamer in Me (*Brunswick*). *New reasons why James is the industry's best trumpeter. . . . The King who is called Duke—last name, Ellington—offers* Black Butterfly *and* Harmony in Harlem (*Brunswick*) *in his best manner. . . . Cootie Williams and his Rug Cutters cut up in* Jubilesta *and Pigeons and Peppers* (*Vocalion*). *Don't let the titles scare you.*

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TROPIC



NEW COAST-TO-COAST NAIL POLISH COLOR SENSATION



Joan Bennett, Charming Star of "I Met My Love Again," a Walter Wanger Production.



TROPIC playground of Hollywood stars—Hawaii's golden sands and flaming flowers inspired Glazo's new color success—TROPIC.

I love it," SAYS JOAN BENNETT

I'VE adopted this gorgeous new Glazo shade for my very own," exclaims Miss Bennett, known for her flawless taste as well as her beauty. "Tropic is the most exciting nail polish creation in years!"

TROPIC brings flattering warmth to every skin-tone—a subtle accent to smart spring costume colors. And, because it is Glazo's new Perfected Polish, TROPIC wears perfectly for days!

TROPIC is sweeping the country! Warm, provocative, glowing—it is the essence of spring—a prophecy of exciting new clothes, new places.

As Joan Bennett says: "Find out for yourself what fun it is to wear!"

Your approval of Glazo's shades will include not only Tropic, but also the new Congo, Spice and Cabaña. Vary them with fashion-approved Thistle, Suntan, Old Rose, Russet, Dahlia, Flame, Shell and Natural.

Lead Fashion—Wear **TROPIC** *Now*

Your favorite toilet goods counter—in every city and town from coast-to-coast—is featuring Glazo's latest color sensation. See how TROPIC adds new beauty to your hands and a new zest to your life!

For a perfect manicure, apply TROPIC after using Glazo Polish Remover and Cuticle Remover. Extra-large sizes at all drug counters, 25¢.

GLAZO

The Smart Manicure

GLAZO'S *New Perfected Polish*

New Glazo gives you these three conclusive points of superiority:

1. LONG WEAR—the New Glazo wears for days and days without peeling, chipping or fading! Slightly heavier for extra "coverage," it meets the demand for a polish that really *clings* to the nails!
2. EASE OF APPLICATION—every drop in the bottle goes on easily, evenly. It will not streak or run; dries quickly.
3. BRILLIANT LUSTRE—won't fade in sun or water.

Glazo's Perfected Polish gives all 3 points of excellence to these new shades:

TROPIC —*lovely with all spring costume colors.*
CONGO —*perfect for bright shades and prints.*
SPICE —*wear it with grey, pastels and all blues.*
CABAÑA —*gay with beige, yellow, green, black.*





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